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The Inland Inland Printer

OCTOBER 1947

R v. 120 Oct. 1947 - March 1948



THIS PREFERENCE FOR Champion PAPER

It all began when Champion dropped its first tonnage into the nation's stream of paper back in 1894. Continued improvements and many new papers have maintained Champion's edge in quality for over 50 years, while volume grew and variety widened. Scientific research, vast resources, abundant facilities and uncompromising control of quality, have made Champion synonymous with advancement in letterpress and offset printing. Daily output of 2,400,000 pounds is evidence of continued customer satisfaction. With constant Champion development this complete line will make a still bigger ripple.

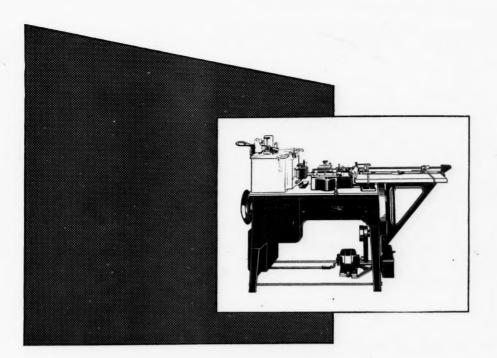
THE Champion Paper and fibre company... Hamilton, ohio



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeteries . . . 2,400,000 pounds a day MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

NEW YORK - CHICAGO - PHILADEL P

District Sales Offices



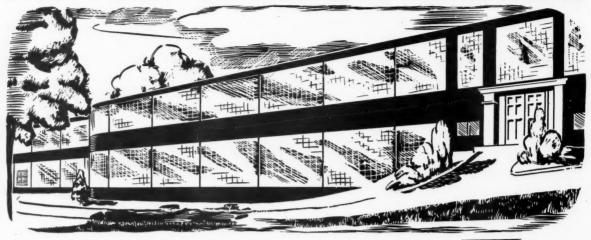
ELROD

For An Unlimited Supply of Strip Material

Really efficient printing production requires plenty of strip material as well as an unfailing type supply. With material racks depleted, the compositor is compelled to "piece" leads, slugs or rule, rob standing forms, or perhaps even distribute to get enough material to finish a job, entailing extra expense that eats into profits. With an Elrod on the job, the printer guits worrying, as he has right at hand the necessary spacing and base material to complete his work quickly and accurately. The Elrod supplies high-quality leads, slugs, rule and base material ranging in size from 1-point to 36-points in thickness, the larger sizes providing base for cuts, electros or shell casts, and metal furniture for blocking out, for lockup and for general composing room use. Simple in design and mechanism, the Elrod requires only minimum attention, and produces an abundant and constant supply of material as one continuous strip of metal, cooled and solidified under pressure. Because of its dependable service, the Elrod has earned its place in the modern printing plant. Ask us about it.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14, Ill.

The New WESTON Addition



A Modern, Streamlined Link Between QUALITY and Long-Established REPUTATION

Linking the well-known WESTON Defiance and Centennial Mills, long famous for highest quality cotton fibre papers and specialties, a modern, spacious addition will go into operation about October 1. The new addition will house the finishing department and will not only provide for better arrangement of calenders, trimmers and other equipment, but will permit extensive rearrangement of all manufacturing.

In the new building the last word in Carrier air conditioning will maintain uniformly perfect humidity and temperature. The result will be highly efficient, streamlined production conducted under ideal working and quality control conditions.

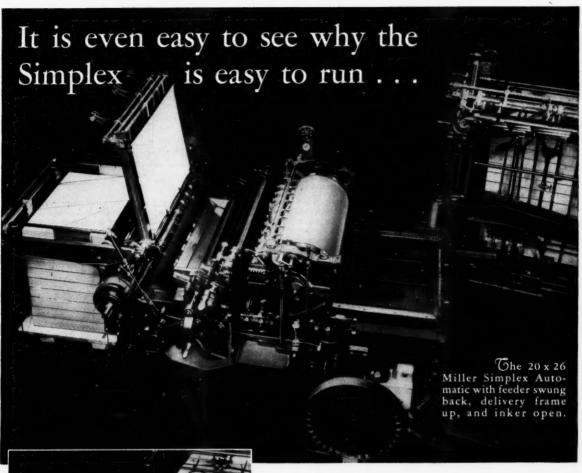
Completion of the new addition marks an important step in the WESTON continuing program of mill improvement which includes the installation, now and in the future, of the most improved items of papermaking equipment . . . all aimed toward providing the buyer, user and distributor of WESTON Papers with the utmost in quality and service.

BYRON WESTON COMPANY DALTON, MASSACHUSETTS

Makers of Papers for Business Records

Weston Papers

WESTON'S BOND
Extra No. 1, 100% Cotton Fibra
WESTON'S DEFIANCE BOND WESTON'S DEFENDED BY THE NORTH TO THE N WESTON'S WINDERSTONE BOND
WESTON'S BLACKSTONE BOND WESTON'S BLACKSTONE OPAQUE
25% Cotton Fibre
25% Cotton Fibre
25% Cotton Fibre BYRON WESTON CO.
LINEN RECORD
Extra No. 1, 100% New White
Cotton and Linen Fibre
WESTON'S DEFIANCE LEDGER
WESTON'S DEFIANCE PROPERTY OF THE PR LEDGERS WESTON'S DEFIANCE REDUENT 100% Cotton Fibre WESTON'S WAVERLY LEDGER 75% CONTO Fibre WESTON'S CENTENNIAL LEDGER WESTON'S CENTENNIAL LEUGER
75% Cotton Fibre
WESTON'S WINCHESTER LEDGER
WESTON'S BLACKSTONE
25% Cotton Fibre
25% Cotton Fibre INDEX BRISTOLS INDEX BRISTOLS
WESTON'S DEFIANCE INDEX
100% Cotton Fibre
100% SYNCHESTER INDEX
SO% Cotton Fibre
POSTING INDEX
50% Catton Fibre MACHINE ACCOUNTING MACHINE ACCOUNTING
WESTON'S TYPACOUNT LEDGER
75% COTION Fibre
WESTON'S MACHINE
POSTING LEDGER
50% Cotton Fibre 50% Cotton Fibre SPECIALTIES WESTON'S DIPLOMA PARCHMENT 100% Cotton Fibre WESTON'S FINGERPRINT INDEX WEST WAS FIRST STATE TO THE STATE OF THE STA



COOK HERE—at the Miller Simplex cylinder, bed, inker and fountain.

The cylinder is fully exposed, at easy arm's height and length. The bed affords open and unhindered desk-top convenience. One lever pull opens the inker, fully exposing all rollers for quick cleaning and setting.

The aluminum alloy feedboard lifts positively but easily. The entire feeder swings back in a moment. The delivery frame (there is no carriage or heavy superstructure) is raised quickly with one hand.

You can see all superiorities of the Simplex in actual operation, without an iota of obligation, by merely requesting a demonstration. Or, if you prefer, write, wire or phone for detailed literature.



A man of average height (5'-8" by insurance statistics) is a half foot taller than the very highest part of a Simplex press. He can see and reach all parts of the press with a minimum of exertion.

miller

MILLER PRINTING MACHINERY CO., PITTSBURGH, PA

CONFIRMATION OF EFFICIENCY!



Manufactured by LOUIS MINTON, LTD. 52 Corporation St., Manchester 4, England

U. S. A.—NEW YORK "Having now completed my trials made with the set of Mintite Patent covered 'Simplex' Rollers you let me have, it affords me much pleasure to inform you that the Mintite Rollers possess the best advantage to a printer that I have been able to obtain for the past 35 years. I say this because I have on every occasion made trials with anything new in rollers that has been available.

"The reason why I delayed this report is that I desired to ascertain the working of your roller in winter as well as in summer. This has now been done because your rollers had been delivered to me when the temperature was below zero, and now they are and have been working satisfactorily in a temperature of above eighty degrees with a very high humidity.

"In addition to the Mintite roller producing cleaner and sharper printing, an occasion arose of 'ghosting' difficulty. This was immediately overcome by putting in your Minitie rollers. Another advantage I have been able to obtain is with heavy solid printing which may have to be double rolled. Through the roller printing sharp, it eliminates 'offset' of printing, reducing the cost of producing the job by a large per cent.

"Using kerosene or ordinary wash-up fluid for cleaning the rollers have kept them perfectly clean. This with the same inks which we have used for many years.

"Being desirous of ascertaining to what extent negligence would be necessary to effect damage to the surface and the anchorage of the covering to the spindle, it was a revelation to me because Mintite roller resistance is very many times greater, thus providing an undoubted economical unit in a printing plant, and as you explained, damages can be rectified without recovering the rollers."

SCOTLAND—EDINBURGH "We have to report that we received 24 re-clothed rollers on the 27th ult. We are sending off to you 18 Angle Distribution Rollers . . . and we should be grateful if you could let us have early delivery. We are glad to inform you that the rollers are working quite satisfactorily . . ."

SWITZERLAND—LAUSANNE "I am just back from the United States where I have seen quite a lot of new things interesting our trade—but no printing roller that could compete in any way with the quality of your Mintite."

INDIA—CALCUTTA "I am only too glad to provide Indian Printers with an opportunity to witness for themselves what I consider the perfect solution to our major pressroom trouble in this Bengal of such varied climatic conditions—dry heat, cool temperatures and high humidity. For their information the following points are made:

"(1) The Mintite coverings on the . . . have been in constant daily use for over seven years and those on the small . . . since 1940. (2) They are today in their original condition, being resilient and tacky, and their surface is quite unmarked. (3) There has never been an occasion to make use of the spare Mintite rollers which were delivered with the machines and these are in racks in their original factory wrappers. (4) The Mintite coverings are entirely unaffected by the Indian climatic conditions and we have no trouble due to swelling, shrinking or excessive tack in the hottest or wettest times of the year. (5) There is also a noticeable reduction in the quantity of ink used due to the Mintite rollers operating with a much thinner film of ink. (6) The rollers are easily washable by kerosene. (7) All machines have been fully employed throughout the war with a 54-hour week, but on the machines with Mintite rollers there has been no let up on account of roller trouble, though in the hot seasons, other machines have had to stop whilst the gelatine rollers were taken off and fanned. (8) The high speed . . . are hand-fed and usually run at about 1800 an hour. The small automatic runs at 2500. That these continuous speeds are possible in all kinds of climatic conditions without change of rollers is remarkable."

NORWAY—OSLO "The Mintite Patent Lithographic and Damper Foundation Grade Rollers, supplied to us in May 1939, have worked to our entire satisfaction. We have hereby the pleasure of ordering 160 Mintite Patent Lithographic and Damper Foundation Grade Rollers, for our offset presses."

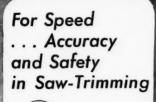
BELGIUM—BRUSSELS "We have pleasure in informing you that the Minitie Rollers in constant use on our . . . press have been giving us entire satisfaction for coloured works as well as for engravings and commercial printings. The test we made with these rollers during three months without any special care told us the superior value of this new substance and we are intending to let you recover all the rollers of our presses and platens with this material."

The original testimonials of the above and many more are available for inspection

PROMPT DELIVERY OF COVERED ROLLERS FOR POPULAR PRESSES FROM STOCK IN NEW YORK CITY AND MONTREAL

EXCLUSIVE AMERICAN DISTRIBUTOR DAN J. CASEY JR. PRINTING MACHINERY, INC. Damage, also COVERED 80 WARREN STREET, NEW YORK 7, NEW YORK Dried-on ink is ROLLERS WASHINGTON, D.C., ATLANTA, GA., BALTIMORE, MD., BOSTON, MASS., PHILADELPHIA, PA., CHICAGO, ILL., SAN FRANCISCO, CALIF. AVAILABLE FOR REMOVED TRIAL WITHOUT WITHOUT EXCLUSIVE CANADIAN DISTRIBUTOR OBLIGATION **RE-COVERING** MACFARLANE SUPPLY COMPANY 1206 CRAIG STREET EAST, MONTREAL, QUEBEC QUEBEC, KINGSTON, WINNIPEG, MANITOBA, WESTERN AND MARITIME PROVINCES







The NOLAN "Chief" Saw-Trimmer

You can depend on the Nolan "Chief" Saw-Trimmer to give fast, accurate saw-frimming . . . to provide greater safety to the operator. This modern saw-frimmer embodies features that assure economy . . . safety . . . speed and accuracy in your saw-trimming operations. It saves you time and money.

Investigate the advantages of the Nolan Saw-Trimmer now. Write for complete details today.

NOLAN

The Inland Printer

Leading Business and Technical Journal in the Printing and Allied Industries

VOL. 120 • OCTOBER 1947 • NUMBER 1

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PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

OCTOBER, 1947

GEMTONE* PROCESS INKS END DRYBACK; COLORS SPARKLE, DRY FAST, PRINT SHARP

Developed for Sheet-Fed Press Work

Dry on Top of Sheet Without Heat

Every pressman who has done four-color process work on a sheet-fed press has seen his best work lose some of its original brightness and sharpness because of a factor beyond his control. This factor is *dryback*, the tendency of even the best of conventional oil inks to penetrate and

spread into the paper as they dry, blurring the halftone dots, dulling the colors, and dimming the highlights.

IPI Gemtone process color inks virtually eliminate dryback.

They set and dry on top of the sheet. Colors sparkle. Halftone dots remain sharp, and highlights bright.

The brilliance and strength of the Gemtone colors create a glossy effect that heightens the "snap" of the job. Printers are enthusiastic and customers have gone out of their way to compliment printers on the sparkle and beauty with which their products are pictured.

Inks Trap Beautifully; Crystallization No Problem

Other factors, in addition to dryback, which have created problems in four-

color process printing are trapping and crystallization.

IPI Gemtone inks trap beautifully, increasing the strength of color.

As for crystallization, printers who have used Gemtone inks report that their crystallization worries are over. In fact, one printer has said, "Gemtone inks are practically foolproof."

Gentone inks save hours drying time between press runs. They dry by an advanced principle similar to that developed for the famous IPI Vaporin† inks used on the fastest traveling webs. Unlike Vaporin inks, however, Gemtone inks do not require heating equipment for their use.

They give good mileage because no ink is lost in penetration.

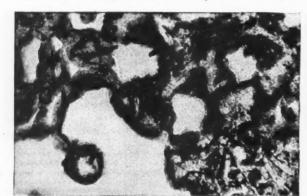
Already Widely Used in Commercial Plants

Gemtone inks are press-tested, proved, commercial inks ready for commercial use in your plant. They have been used with great success for process work on single-color presses, two-color presses, and four-color presses.

Gemtone inks are used by commercial printers for catalogues, direct mail, displays, inserts and labels, any type of quality, four-color work. They are also employed on the four-color pages of many national magazines in the quality group.

Let us give you more specific information about results secured with Gemtone. Even if you do little four-color process work, write for information. Gemtone inks are one of those significant developments in printing progress that a printer likes to know all about.

Write International Printing Ink, Division of Interchemical Corporation, Empire State Building, 350 Fifth Avenue, New York 1, New York. *Trade Mark †Reg. U. S. Pat. Off.



Customers say, "Gemtone Inks Sparkle!" Here's why Gemtone printing looks almost as brilliant when dry as it does when it comes off the press wet. These two unretouched photo-micrographs show why. (LEFT) Photomicrograph of impression made with ordinary oil



inks showing blurred halftone dots. (RIGHT) Photomicrograph of impression made with IPI Gemtone type ink, same spot on plate as on left, showing clean, sharp dots. Here virtually all the ink has stayed on the surface of the sheet. Printing is sharper, color stronger.



Consolidated Coated DIAMOND ALKALI COMPANY Papers | PRODUCTION GLOSS MODERN GLOSS

In a recent issue of the American Carbonator and Bottler the above photograph was a distinguishing feature of an advertisement for Diamond Hi-Test Alkalies. The natural attention value of this picture was increased by the striking reproduction on fine coated paper.

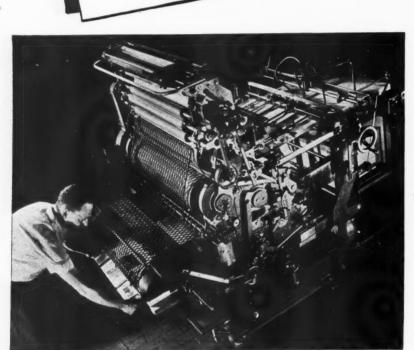
The American Carbonator and Bottler is regularly printed on Consolidated Coated. It is one of many leading trade and technical journals which use this superior coated paper to obtain clean-cut reproductions of the many photographs which make publications so intensely interesting.

Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet almost any printing need.

Now improved 10 ways



the New ATF BIG CHIEF OFFSET PRESS



The ATF Big Chief has always been noted for its economical production of high quality work and smooth, steady operation . . . features now still more assured by nearly 600 lbs. added weight for sturdier rigidity. ATF Chief offset presses come in three sizes: $22\frac{1}{2}x29$, $17\frac{1}{2}x22\frac{1}{2}$, and 14x20. ATF also has modern and efficient platemaking equipment and its own precision cameras . . . everything from darkroom to pressroom.

Ask your ATF Salesman, or write for commercial samples of actual runs on the ATF Chiefs.

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey



Double-loading feed board cuts stoppagetime.



Interchangeable ductor and distributor rollers.



Ratchet-type hand crank on fountain to speed adjustments of ink flow.



Steel step-plate at right of delivery, and hand rail around fountain, to aid pressman when climbing on platform.



Main drive motor placed under the press saves more than 7 square feet of floor space.



Gears inside cylinder are ground and all others are shaved to assure greater accuracy.



Inner conveyor paper guides hinged upward for easier accessibility.



Improved control of the water distribution.



Spring caps and holddowns on top clamping roller for exact setting.



Hardened seats for plate adjusting set screws.



COLOR PHOTOGRAPH BY RALPH RAWLINGS-UNDERWOOD

Speaking of competition...

Your business letters must compete with each of the thousand-and-one details and problems that fill a busy man's day. Other letters, other reading, the insistent telephone, the crowded calendar, visitors, family and social interests — all reduce the amount of time your letters can re-

ceive. How can you make the most of his crowded moments?

One long step in the right direction is an attractive, well printed letterhead on Howard Bond. Whether in whitest white or in any of its twelve clean colors, Howard Bond has the character that attracts favorable attention

to your letter and what it has to say.

So many use Howard Bond for business letterheads that it is known as "The Nation's Business Paper." Now-with competition for attention greater than ever—is a good time to put *your* letterhead on this leading business bond.

HOWARD PAPER MILLS, INC. . HOWARD PAPER COMPANY DIVISION, URBANA, OHIO



"Thr-r-rifty Maxwell is the bond for you!"



GOOD BUSINESS dictates economical operation—when no lost efficiency results.

The use of low cost MAXWELL BOND for forms and for all office paperwork is that kind of economy. For MAXWELL BOND is functional as well as low priced. It can be used with pen, pencil

or typewriter. It meets carbon copy requirements, takes erasure without waste and prints with an expensive-looking authority.

These desirable working qualities make people stop and wonder that such a remarkable *watermarked* bond costs so little.

Maxwell Bond

America's Favorite Low Cost Bond

HOWARD PAPER MILLS, INC. • MAXWELL PAPER COMPANY DIVISION • FRANKLIN, OHIO



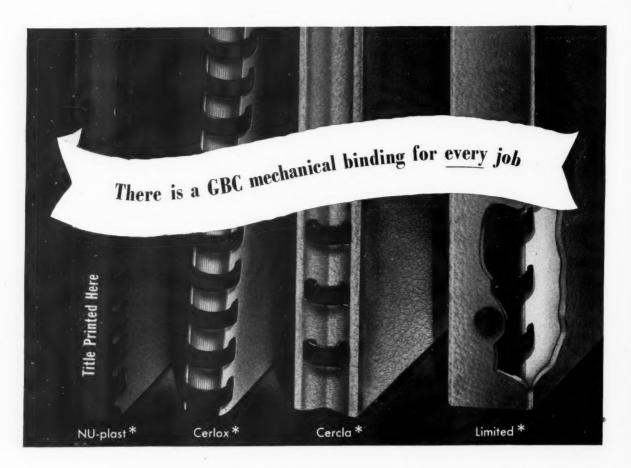
SIMONDS PAPER KNIVES

Simonds Steel Mills and Simonds Controlled-Conditions Plant have teamed together to produce a paper knife that's unmatched in hardness and temper. These Red-Back Knives are made of

special Simonds S-301 Steel... precision-ground with a slight concave in the face, and with taper from back edge to start of bevel. This gives each knife the face-clearance of a scissorblade... preventing face-drag against the stock and giving cleaner cuts of hairline accuracy. Smooth speed in operation is maintained by Simonds famous mirror-finish. Get Simonds S-301 Paper Knives from your distributor. They will reach you in perfect cutting condition, packed as shown, with the superkeen edge literally "floating in air." Order now.



BRANCH OFFICES: 1350 Columbia Road, Boston 27, Mass.; 127 S. Green St., Chicago 7, III.; 416 W. Eighth St., Los Angeles 14, Calif.; 228 First St., San Francisco 5, Calif.; 311 S. W. First Ave., Portland 4, Ore.; 31 W. Trent Ave., Spokane 8, Washington. Canadian Factory: 595 St. Remi St., Montreal 30, Que.



more Profit for you greater Satisfaction for your customers

As a General Binding Licensee you have more than your competitors have to offer your customers. No other line of mechanical bindings pays you so well. GBC equipment is precision designed and constructed for long life, ease of operation and exceptional production speed. It slashes your costs and increases the output of your labor.

Only within this exclusive family of bindings will you find such eye appeal and obvious functional advantages for your customers.

NU-plast—the latest addition to the GBC line, is a beautiful and extremely versatile binding offering outstanding durability in colorful plastics. It is the lowest priced plastic binding made with a full backbone that can be printed.

Cerlox—a completely flexible binding that lends itself to an unusually wide variety of applications. Permits perfect back to back opening. Cercla—a very strong colorful binding in metal. Smooth turned ring-edges prevent sheet jamming. All leaves lie flat in perfect alignment.

Limited—an ideal metal binding in colors with a flat reinforced backbone for jobs requiring extreme strength and durability.

SEND FOR COMPLETE INFORMATION on any one or all of these exceptional mechanical bindings. Let us show you how you profit from their many advantages . . . how you can add extra dollars to your income by being a General Binding Licensee. No obligation.





"and their President writes* me that-"

*On Correct Bond. The message is important—the writer a man of standing—the company long established, well regarded. So what more natural than Correct Bond for the letterhead—Correct Bond, the rag-content bond that in itself expresses best these very qualities!

Choose Correct Bond for *your* letterheads.

The same qualities that give it the character you require assure the finest possible printing.

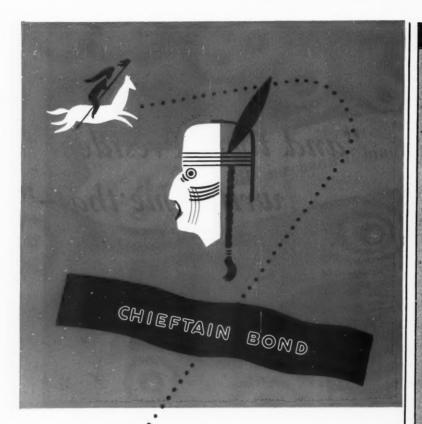
That is why so many printers are pleased when you say, "Print it on Correct Bond."

PRINTERS! The "Presidents" among your customers will see this ad in their favorite publications. Take advantage of the demand being built through this new advertising campaign. Stock Correct Bond—write for samples and name and address of your nearest distributor.

Correct Bond

WHEREVER THE WRITTEN WORD MUST TRULY REPRESENT YOU

HOWARD PAPER MILLS, Inc. • AETNA PAPER COMPANY DIVISION • DAYTON, OHIO



A cotton fiber content paper in a broad range of colors, Chieftain Bond is especially suitable for printing and lithographing. It has sturdy texture, impressive feel, appearance and uniformity. Chieftain Bond is used largely for business stationery, company letterheads and envelopes, sales letters, office forms and other semi-permanent documents.



These famous names identify the papers manufactured by the Neenah Paper Company. The name Neenah appears in each watermark to identify the genuine for your protection.

OLD COUNCIL TREE BOND SUCCESS BOND CHIEFTAIN BOND NEENAH BOND

NEENAH THIN PAPERS

TUDOR LEDGER
STONEWALL LEDGER
RESOLUTE LEDGER
NEENAH LEDGER
NEENAH INDEX BRISTOL

NEENAH PAPER COMPANY • NEENAH, WIS.

Improve your profit picture Increase the effectiveness, efficiency and attractive of all catalogs, sales presentations and manuals with AICO INDEXES Take advantage of Aigner's 38 years of experience working with printers, turning out indexing jobs of which you'll be proud.

G. J. AIGNER COMPANY 503 S. Jefferson St. CHICAGO 7, ILLINOIS

WORLD'S LEADING MANUFAC-TURERS OF INDEXES AND INDEX TABBING DAYCO FACT

The Fused End

MAKES POSSIBLE FINEST ROLLER PERFORMANCE
PLUS RENEWABLE SURFACE ECONOMY

The tough
renewable surface ---and soft resilient
base are cured
together to form
one inseparable
compound

MORE DAYCO FACTS that mean better quality printing at lower cost

 Dayco Rollers are ground so accurately that a kiss touch is obtained with minimum adjustment.

with minimum adjustment.

2. When Dayco Rollers finally wear out they can be re-Dayco'd at one third the cost of new rollers.

third the cost of new rollers.

3. Daycos take all kinds of inks.
heat set, metallic, fast drying, oil base, or many of the newer inks.

A. Dayco Rollers are so perfectly balanced they run true without whip, reduce bearing wear to a minimum.

5. Fused Ends of Dayco Rollers make possible finest roller performance plus renewable surface economy.

6. Dayco Roller compounds are multiple refined to secure a uniform, tiple refined to secure a uniform, soft, smooth texture so essential to soft printing.

Ask about the Dayco EXTRA
CORE PLAN

That's why Daycos give top operating performance through years of service

Dayton's special patented process cures together the "green" rubber compounds of the renewable surface and the ends of the softer, more resilient base so that you obtain all the economies of a renewable surface roller plus finest roller protection. This Dayco can be resurfaced time and again with a special, long-wearing surface for just the kind of ink you want to use, with the exact resilience you need to obtain perfect half tone or solid reproductions.

Listed in the panel at the left, are other reasons why Dayco Rollers will help protect your reputation as a top-quality printer and, at the same time, help you lower production costs. A Dayco Roller Specialist will gladly discuss them with you in detail. Write today.

DAYTON RUBBER . DAYTON, OHIO

Latin American Representative: National Paper and Type Co., 120 Wall Street, New York, N.Y.
Canadian Representative: Manton Brothers Ltd., Toronto-Winnipeg-Montreal-Vancouver

Dayton Rubber

Use Ecusta Flax-opake

FOR DURABILITY-COMPACTNESS-EASY READING

POCKET EDITION
MONTHLY
BOND VALUES

VETERANS LOAN
PAYMENT TABLES

MONTHE TORY

Fine Flax Writing
Linen Flax Writing
Fine Flax Air Mail
Flax-opake Bible and
Printing Papers
Boxed Typewriter Papers
Stationery Cabinets
Special Makeready Tissue
(Non-Tarnish)



Mr. Charles H. Gushee, President, Financial Publishing Company (Boston) reports:

"We have to select high-grade, lightweight papers for our pocketsize financial publications, because users of our tables want them durable, compact and easily read. Recent editions of our 'Mortgage Loan Monthly Payment Calculator' and our 'Veterans Loan Payment Tables' were printed on Ecusta Flax-opake 30 lb. Our 'Pocket Edition of Monthly Bond Values' was printed on Flax-opake 20 lb.

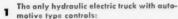
"Ecusta enabled us to accomplish our purpose of presenting a large amount of information in very little bulk. We consider it an opaque, strong paper."

Ecusta Paper Corporation

PISGAH FOREST, NORTH CAROLINA

Skylift Wins on Point Test!" COMPARISON PROVES

Feature for feature Skylift Outpoints All Other Fork Trucks



Operates like a car-anyone who has driven an automobile, can operate the Skylift!

Single operating handle for lift and tilt

Simplicity of control. Lever, just below steering wheel similar to gearshift lever on newer model cars. Speeds operation—reduces operator

d

ers

ssue

ue

any

:ketıble, ithly vere Bond

arge rong

Can lift, tilt and drive simultaneously or 3 independently under all load conditions: Speeds operation. Provides easier and faster spotting of loads since lifting and tilting can be accomplished while Skylift is in motion.

Forks elevate full height of first lift without increasing overall height:

Forks and uprights move independently to give you full 67 inch single lift before increasing up-right height beyond standard 83 inches. Stack to ceiling height in low clearance buildings and boxcars without uprights extending above load.

Automatically controlled pre-set lowering

Eliminates possibility of damage to load caused by excessive lowering speeds. No danger of

load dropping violently.
130" lift with 83" collapsed height of

New high in lifts for fork truck with standard 83" overall collapsed height of uprights. Higher storage possible, still truck will pass through standard 7 foot high door.

Dual chains are load equalized and fully compensated:

Safety—longer chain life. 2 separate chains are used instead of double width chain. Each chain has sufficient capacity to hold load.

Fork carriage equipped with special design thrust rollers:

Prevents upright spreading. Also if off center loads are handled, fork carriage will not twist.

When wheels are removed for tire replacement, bearing alignment cannot be disturbed.

1 Full magnetic contactor control:

Foolproof operation—Truck is either in speed or out of speed. No burning or arcing in controller, Increases life of electrical equipment.

Automatically timed master controller 12 (NEWmatic):

Provides automatically timed sequence of four speeds in forward and reverse directions. Completely eliminates tendency of truck operator to start in higher speed, since NEWmatic con-troller allows truck to start only in first speed and pass through faster speeds only in proper sequence. Smooth starting, reversing, or accelerating eliminates tire slippage. Reduces peak electric current surges by two-thirds.

13 Foot accelerator pedal for speed control: Automotive type control—speeds up operation.

14 Disc type brake:

Smoother, easier, positive stopping. Equalized braking power under all operating conditions. Self-aligning for long life.

Automatic tilt stops in backward, vertical 15 and forward positions:

Safety. Uprights always centered at vertical ward. Reduces possibility of load spilling.

16 Silicone Varnish for motor insulation:

Virtually eliminates possibility of damage to motors from overheating. Applied over glass, mica, or asbestos, it is thus the most effective insulation known to electrical engineers.

Plus These All-Star Features

Dead-man control • Caster-type steering axle • Center control • Operator's po-sition accessible from both sides • Low center of gravity.

warm dimension when drive wheels are reversed ... greater stability on rough or uneven runways.

All wheels demountable without disrupting wheel bearing editors. EXCLUSIVE FEATURES





ONLY AUTOMATIC MAKES THE FAMOUS SKYLIFT **ELECTRIC TRUCKS, TRANSPORTERS AND TRANSTACKERS**

Send Coupon for "POINT-TEST" Proof	of Material Handling	Savings
AUTOMATIC TRANSPORTATION COMPANY		
DIV. OF THE YALE & TOWNE MFG. CO.		

When Writing These Advertisers, Please Mention THE INLAND PRINTER

Old Colony Envelopes are supplied through the wholesale paper trade. Buy from your paper merchant.

Old Colony Newspage

A ROUNDUP OF ENVELOPE NEWS AND INFORMATION OF VALUE TO PRINTERS

NUMBER

PUBLISHED BY OLD COLONY ENVELOPE COMPANY, WESTFIELD, MASS. Envelope Makers for Brown, Fastern, Hurlbut, Mead, Rising, Strathmore, Valley and Warren

OCTOBER

UNDER THE FLAP

By S. GUY ASHLEY Vice President and Sales Manager

Well, gentlemen, I've spent 25 years with Old Colony and never until now did I think I would ever become a columnist for a Newspage. It happened like

The Newspage editor came to me the other day and said, "See here, old chap, you've got a lot of good friends all over the country. I bet you don't get a chance to write half of them very often. I bet if you did there would be many things you would say of interest and help to them. Now here's a way to do it easy. Just write a column for our Newspage every month."

So - this is the first of my columns. I hope to pack them full of the things our editor called "of interest and help" to you.

As a starter I want to tell you about the Rising Correspondence Cabinets that are just now coming back on the market. I know you, and your customers, will be just as pleased about this as I am. These "sellsational" Rising Cabinets are available in White and Ivory Line-Marque. For the gentlemen there is the Monarch size, and for the ladies the Queen

Truly, 'tis a Regal line-made more so by being handsomely boxed in a rich maroon and packaged in individual mailing containers. See your Rising distributor for further details about these beautiful (and practical, too) gift items.

9.093.000.000 ENVELOPES

Nine billion. ninety-three million envelopes is a lot of envelopes, no matter how you look at it. That's the number of envelopes Old Colony has made since the Company was founded 25 years ago. Every time you buy envelopes made by Old Colony, remember — there's a quarter of a century of fine envelope-making experience behind them.

Peak Season Coming For Holiday Announcements

The next two months promise to bring one of the most profitable seasons on record for holiday announcements. Retailers, manufacturers and others are already making plans for specially prepared holiday greetings, sales messages and other seasonal mailings so popular during the early winter months.

The announcement envelones converted by Old Colony are exceptionally fine, wellestablished items. Made from text, novelty and vellum papers, they come in a wide range of sizes and colors. Get your share of this profitable business by going after it now.

THE ART OF MAKING

Second in A Behind-The-Scenes Series About Envelope Manufacture

The collar die is the precision tool of the envelope-making industry. In appearance, a collar die looks no more complicated than the ring on your finger, though the shape and size of the die may be infinitely varied. Actually, its manufacture and maintenance call for the highest order of skilled workmanship.

To begin with, the steel used

PRINTERS ASKED BY OLD COLONY WHAT AIDS AN ENVELOPE MANUFAC-TURER SHOULD MAKE AVAILABLE

Extensive Survey in Two "Test Cities" Shows Ways to Help Make Envelope Sales More Profitable

WESTFIELD, MASS. - In preparation for a return to a buyers' market, the Old Colony Envelope Company recently made an extensive survey among printers in two "test market" cities. The

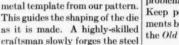
survey was conducted by an independent research organization.

Among the questions asked were, "What can Old Colony do for the printer to help his envelope business?" and "What do you consider the most important factor in buying envelopes?"

The findings have been analyzed and carefully studied. As a result, Old Colony's advertising and sales promotion program in the months ahead is being geared to satisfy the expressed needs of printers in meeting the envelope problems of their customers. Keep posted on these developments by reading future issues of the Old Colony Newspage.

SUPERIOR ENVELOPES

in collar dies is made by a closely guarded secret process. The die hardened, ground and finished.



as it is made. A highly-skilled craftsman slowly forges the steel against angles and squares into the shape specified. The ends are then electrically welded together in a joint so smooth it can't be seen by the naked eye.

itself is cut to length from a flat

strip of this steel. The steel

strips are wedge-shaped and

vary, according to the kind of

die needed, from $2\frac{1}{2}$ " to $3\frac{1}{2}$ " in height and from $\frac{1}{8}$ " to $\frac{7}{16}$ " in

When we need a new collar

die here at Old Colony, we send

a pattern of it to our die maker.

J. J. Adams Co., Worcester, Mass.

ing the finest of dies since 1857.

a concern which has been mak-

The die-maker forms a soft

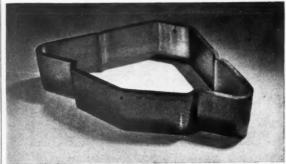
thickness at the butt.

A filer squares the corners and smooths down the excess stock until the die conforms to the master gages. After the die is perfectly shaped it is temper-

Look TWICE At The Label

This section of future issues of the Newspage will review a number of envelope labels familiar to printers everywhere. If you look twice at these labels you will see Old Colony, as the manufacturer, identified along with the outstanding mill brand names you recognize so readily.

We believe it will be helpful to printers, and to their customers, to realize more clearly that Old Colony's manufacturing know-how is in back of such envelope brand names as Brown, Eastern, Hurlbut, Mead, Rising, Strathmore, Valley and Warren. Space limitations permit reproducing and discussing only one of these envelope labels at a time. In the course of the series, however, all these mill brands will be featured. Watch for this series in future issues.



One of Old Colony's 700 Collar Dies

BETTER WAYS TO PRINT FASTER WITH

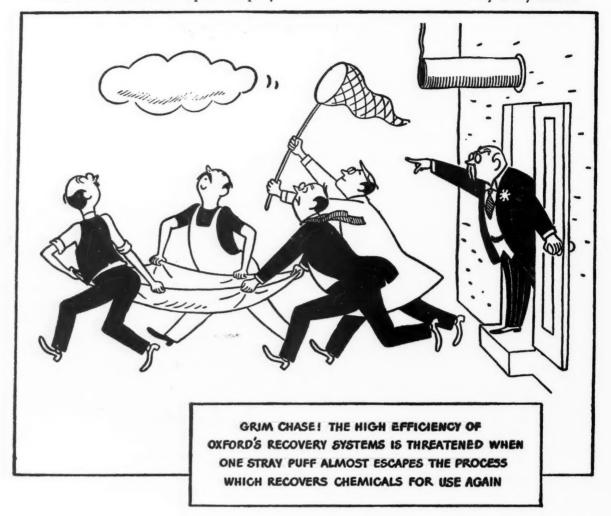
... SPERRY RESEARCE

Sperry research recognized the printing industry's need for faster, more precise, smoother printing equipment Result? The Sperry Printer developed by integrating hydraulic, electrical, mechanical and electronic skills. Thus new standards of speed, range of operation and efficiency have been achieved through Sperry engineering background dedicated to the advancement of the printing industry.

The Sperry Corporation

PRINTED BY GRAVURE

31-10 THOMSON AVENUE LONG ISLAND CITY 1, N. Y. STILLWELL 4-9000



Look at the way a business handles its details and you get a good picture of its efficiency. Here at Oxford no detail is too small for attention if it contributes to the over-all job of making paper better.

For example, chemicals play an important part in the series of steps which transform wood into a sheet of paper. After these chemicals have performed their part in the process, the inorganic residue is trapped by an ingenious recovery system which makes a substantial proportion of these chemicals available for use again.

Even an item like this must be considered in the careful planning that enables Oxford to turn out better than 1,000 miles of quality paper every day.

For the making of quality paper is not one thing, but many. Each element—good location, plentiful

reserves, fine craftsmanship and thorough planning—adds up to satisfaction for users of Oxford papers.

On your next printing job, specify Oxford papers for complete satisfaction. Sold by reliable merchants coast to coast.



Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex C1S Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.

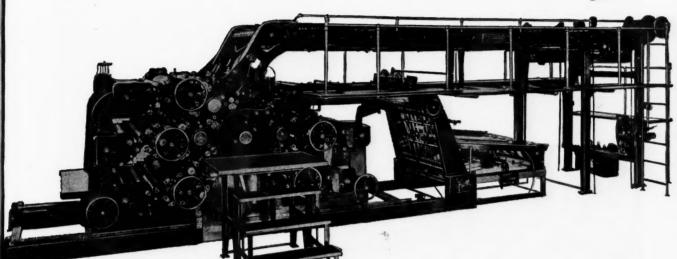
OXFORD PAPER COMPANY

230 PARK AVENUE, NEW YORK 17, N.Y.

MILLS at Rumford, Maine and West Carrollton, Ohio WESTERN SALES OFFICE: 35 East Wacker Drive, Chicago 1, Ill.

DISTRIBUTORS in 48 Key Cities





Speed and Economy, combined with register will, more than ever before, be imperative requirements, in handling the volume which a recent printing survey promises for 1947.

This Cottrell Five-Color, sheet-fed rotary, built at our Claybourn Division, meets these requirements. It has a speed of up to 6000 sheets per hour-in five colorswith a maximum net production.

C. B. COTTRELL & SONS CO. Westerly, Rhode Island

New York: 25 E. 26th St. * Chicago: Daily News Bldg., 400 W. Madison St. * Claybourn Division: 3713 N. Humboldt Ave., Milwaukee, Wis. * Smyth-Horne, Ltd., 13 Bedford Row, London W. C. 1, Eng.

INDUSTRY

THE PRINTING YEARS OF GROWING WITH



APPLYING EVERY YARDSTICK

The use of all available yardsticks to anticipate paper requirements has long been a practice of ours. For it takes long-range planning to meet the present and future needs of those who use paper and those who sell it.

Planning is especially important in an industry where so many steps must be taken between the time trees are felled and the finished paper reaches the customer's hands. Woodsmen must work far in advance, millmen must have time to schedule paper machines: salesmen and distributors must concern themselves with everything that helps toward smoother delivery of the required paper products.

A big job, this—and because it's bigger than ever before, far-reaching planning which gauges the customer's requirements is more important than ever before. International Paper Company, 220 East 42nd Street, New York 17, N. Y.





SOMETHING REALLY NEW IN THE WEB OFFSET FIELD

HERE ARE THE QUICK FACTS about the sturdy, streamlined DUTRO-HENDY Web Offset Press-the new alluse lithographic color press that has a place in all types of printing plants... AND WHY? Because of its ability to print IN COLOR on stocks ranging from light weight papers to light tag-INCLUDING NEWSPRINT, and using up to 300 line balftone screen on all of them. That means newspapers-full size or tabloid, or special sections. It includes complete publications-calendars-posters-maps and atlases-store display material-telephone books - directories - catalogs magazine and color inserts-children's books-novels-funny papers-school books-office forms-wrappers-labels -light weight packaging materialsand such direct advertising as folders, broadsides, brochures and envelope enclosures...And with quick shift from one kind of job to another that means maximum press production.

SPEED? Much faster than sheet fed presses—up to 15,000 cylinder impressions per hour, depending upon the stock and type of delivery. FRONT and BACK COLOR PRINTING—in any combination, for any number of colors (one color for each unit). FLEXIBLE—additional color units can be added as desired. MAKE-READY—an hour or less per color by using pre-registered plates. QUICK SHIFT—less than a minute change-over time from folder to receding pile delivery or rewinder.

COMPLETELY AUTOMATIC— by electric control button the water, inking and impression rollers go into operating position in proper sequence and with

proper timing, and on all units simultaneously . . . A very important feature.

See the Working Demonstrations to be held soon at the new \$6,000,000 home of Pacific Press, Inc., Los Angeles. Watch for dates.



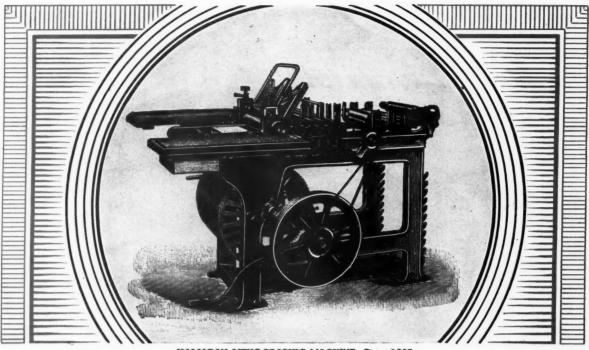
Front Elevation of a Single Color Unit of the DUTRO-HENDY Automatic Web Offset Press

READY NOW-

your copy of "A Story of Profit Opportunity." It gives additional specific information about this new, modern press the "money-maker press."



JOSHUA HENDY CORPORATION
601 WEST 5TH STREET, LOS ANGELES 13, CALIFORNIA



HALLIGAN LITHOGRAPHIC MACHINE: Circa 1895

EVEN WHEN THE "HALLIGAN" MACHINE WAS "NEW FANGLED"

SAM'L BINGHAM'S SON MFG. CO. rollers were giving lithographers finer reproductions



As the demand for lithoprinting grew at the turn of the 20th century, machines of various designs

appeared, such as the "Halligan press," pictured here. "This useful little jobbing machine is a decided innovation," wrote a commenter as late as 1903.

The Halligan dispensed with paper

grippers, and "the sheet was held to gauges by the operator until caught between the small cylinder and the moving stone."

Inking rollers were a critical element in the

development of machine applications to lithographic and offset printing over the wide fields of textile, tin-plate, decalcomania and commercial work.

SAM'L BINGHAM'S SON MFG. CO. at that time had been roller makers for nearly 50 years, and could readily lend their assistance to the infant lithographic industry.

Today, through 16 conveniently located factories, SAM'L BINGHAM'S SON MFG. CO. continues to make available "the right roller right away" to all branches of the modern graphic arts industry.



THERE'S A FACTORY NEAR YOU:

ATLANTA 3 CHICAGO 5 CLEVELAND 14 DALLAS 1 DES MOINES 2 DETROIT 10 HOUSTON 6 INDIANAPOLIS 2 KALAMAZOO 12 KANSAS CITY 6 MINNEAPOLIS 15 NASHVILLE 3 OKLAHOMA CITY 6 PITTSBURGH 3 ST. LOUIS 2 SPRINGFIELD, O.

1847-1947 ONE HUNDRED YEARS OF ROLLER MAKING



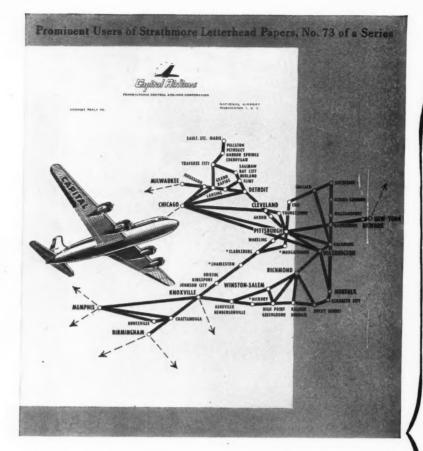
When a customer wants a job in a hurry, don't take chances with inferior paper. Rely on Management Bond, the watermarked Hammermill product, the paper that reduces press delays to a minimum

because it is *uniform*, made for speedy, good-looking jobs.

It is made to give dependable service in your customer's business, too—the kind of service that leads to reorders and satisfied, continuing accounts. Remember . . . every reorder means another profit.

Management Bond is available in white or colors, in standard weights and sizes through Hammermill Agents all over the country. Hammermill Paper Company, Erie, Pennsylvania.





Are you founding a

REPUTATION

in a new field?

Twenty years ago, Capital Airlines (formerly PCA) pioneered a history-making flight of 127 miles with one sack of mail from Pittsburgh to Cleveland. That seat-of-the-pants flight established the first route of an air-carrier that now flies 100,000 passengers a month over a 4,000-mile network with clockwork precision.

Dependable air transportation was the keynote of the young company from the first. To express that quality to the traveling public, they chose a Strathmore Letterhead Paper and maintain it to this day. Such first impressions are important. If you, too, are founding a reputation for your firm, begin at once with a Strathmore letterhead that silently says, "We're in business to stay!"

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond,

STRATHMORE OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts .

Strathmore ADVERTISEMENTS

in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

This series appears in:

TIME

NEWSWEEK

UNITED STATES NEWS

BUSINESS WEEK

ADVERTISING & SELLING

TIDE

PRINTERS' INK

SALES MANAGEMENT



SURE IT'S WAXED PAPER. And Champlain Rotogravure Presses produce equally striking results on many other functional wrapper stocks, too! Gossamer-thin cellophane or tissues, carton stocks, glassines or foils — pick the one that's best for your product's appearance and protection and Champlain Rotogravure Presses do the rest with push-button ease.

SURE IT'S COLORFUL. Birds Eye wrappers show the product in mouth-watering full color—still they're printed fast by Champlain Rotogravure. The exclusive fully enclosed Speedry ink fountain permits Champlain Presses to use instant-drying inks and lacquers and to deliver rewound or sheeted ready for immediate fabrication. Standard Champlain embossers, perforators, scorers, punches, glue applicators—built to the same precision standards as the press itself—can be built in line for specialized long run production.

SURE REGISTER'S SUPERB. Champlain's 360° running register control—push button operated—corrects color register instantly. The micro-fine screen of rotogravure—and Champlain's method of ink

consistency control - retain delicate tonal gradations of original copy with utmost fidelity.

YES — GRAVURE COSTS' LESS. Rotogravure — long known as the quality process—actually costs less. Champlain Presses are precision-built—yet priced to compete with equipment they far excel in versatility and speed. Send samples of your present labels, wrappers or inserts for a specific analysis of what Champlain Rotogravure can do for you.—Champlain Company, Inc., 88 Llewellyn Ave., Bloomfield, N. J.

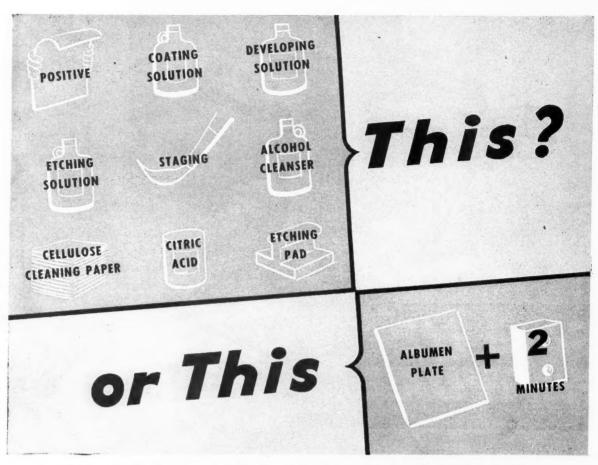
E CHAMPLAIN

rotogravure at its best









DEEP-ETCH INTAGLIO PLATES DIRECTLY FROM NEGATIVES MADE IN A Fraction OF THE USUAL TIME

Real below-the-surface printing images that run three to four times longer are now possible directly from original negatives. This modern tested and approved method eliminates film positives, special chemicals and time, makes stronger, cleaner intaglio plates available for every job in your plant, and is so simple to use that any competent platemaker can adopt this quick, simple, automatic operation with no change in his present methods.

The Electron-o-plate builds up the non-printing area of your lithographic plate and causes the printing image to become recessed below the surface. This

eliminates ink roller, dampener and blanket abrasion, increases plate life 300 to 400 per cent, and provides an actual well that makes possible the transfer of up to twice the amount of ink. The growing list of satisfied Electron Lithoplate users attest to these facts.

We are now accepting orders for the Electron-oplate apparatus in all sizes ranging from 17×22 up to 44×64 for either A.C. or D.C. operation. Place your order now to insure early delivery.

Electron-o-plate—The modern way to make plates



Electron Lithoplate Corporation

PROCESSES AND APPARATUS PATENTS PENDING

Exclusive Distributors

J. H. & G. B. SIEBOLD, INC.
PRINTING INKS LITHOGRAPHIC

47 WATTS STREET . NEW YORK 13, N. Y. . WALKER 5-5565



And the kind of paper we use around here won't take even a third good carbon. Save that gal. Shift to Waterfalls Microsized* Business Forms Paper.

Unusual rigidity
Thin for its weight
Takes good carbons
Good surface for pen and ink writing
Brightness enhances visibility of print
Fine erasing surface

*Microsizing is a new finishing process which deposits on long fiber

(Swedish pulp) paper a thin layer of a unique mineral emulsion. The paper
retains its inherent strength and permanency. Waterfalls Microsized Business
Forms Papers provide a fine ink writing and erasing surface.

Send for our booklet "Business Forms Design and Standardization" -- a
comprehensive manual on design, prepared by a recognized authority.

Made by Paper Corporation of America

Empire State Building New York 1, N. Y.

Copyright 1947, Paper Corporation of America

Mills: Cheboygan, Mich., Manchester, N.H., Jarpen, Sweden



DURING the month of October, Eastern Corporation is distributing to printers and buyers of printing a specimen sheet of Eastern's Manifest Bond. It is also a specimen sheet of Square-Serif Type and was designed by Charles R. Jaquish, well-known typographer and art director of Evans-Winter-Hebb, Inc. of Detroit.

Eastern's Manifest Bond is a favorite in the print shop. Crisp and clean, it runs smoothly through the press, and takes good printing easily and quickly. Free from waves, wrinkles and lint, it cuts down makeready time, waste, and stoppages to a minimum. The outstanding Mill-Brand paper in the economy-group class, it is ideal for all kinds of business forms.

If you, as one who specifies paper or printing, are interested in receiving this specimen sheet of Eastern's Manifest Bond carrying specimens of Square-Serif Type, a request on your business letterhead will receive prompt attention from one of our Paper Merchants or our Advertising Department.



EASTERN CORPORATION

BANGOR, MAINE

Makers of Atlantic Bond and other Fine Business Papers



with the SMOOTH POWER of four-wheel brakes



Available only in 36" size.

Write us for the name of your nearest distributor



NEW design—no gears, fly-wheel, clutch, brake, treadle, etc.

NEW variable hydraulically controlled pressure clamp.

NEW effortless two-hand operating levers.

NEW safety features including automatic valve overload.

NEW built-in tape magnifier and table illuminator.

NEW closed knife-bar slot prevents work spoilage.

NEW finger-tip knife adjustment to cutting stick.

NEW knife-bar action for either shear or vertical cut.

NEW positive non-repeat operation assures greatest safety.

NEW shear angle and greater clamp lead for precision cutting.

NATIONAL Cutter Division

of the FRANK M. HILL MACHINE CO. Walpole, Massachusetts

New Folder NOW READY! Tells **How To Make Transparent Impressions**

Pulling proofs on either cellophane or glassine is just as easy as making black and white proofs when you have the necessary equipment and follow simple instructions. white proofs when you have the necessary equipment and rollow simple instructions. In fact, with the No. 4T Vandercook, you can make either transparent, reproduction, or regular proofs. The transparencies—printed on both sides from either type or halftones—are used in the production of lithographic plates and rotogravure cylinders. Full information gladly mailed upon request.

ANDERCOOK VANDERCOOK

& SONS, INC.

General Offices: 908 North Kilpatrick Avenue Chicago 51, Illinois



SPECIFICATIONS

No. 4T Vandercook **Proof Press**

Bed Size..... 15"x 35" Max. Sheet . 143/4" x 20" Max. Form.... 14"x 18" Floor Space . . 2'2"x 6'6"

Illustration shows cellophane proof being removed from cylinder.

Mail

Send Informative Booklet on No.4T Vandercook			
Send catalog of all Vandercook Proof	Presses		

FIRM

Annerce

70NF STATE

you're having plate problems, "ASK ALJEN"

If your offset plates don't give you what you want, let us help you get real printed results. Expert graining and regraining assures you better printing and longer life for your plates. For careful and conscientious attention to your plate requirements, "ask ALJEN." Zinc or aluminum—any size you need.

ALJEN ASSOCIATES

1215-1217 Primrose St., Cincinnati 23, Ohio

WORLD'S GREATEST FOLDING MACHINE VALUES

RUSSELL ERNEST BAUM

615 CHESTNUT STREET, PHILADELPHIA, 6

NATIONALLY DISTRIBUTED

ALA.: W. H. Atkinson Partin Paper Co.; Sloan Paper

ARIZ.: Blake, Moffitt & Towne; Graham Paper Co.; Zellerbach.

ARK .: Roach Paper Co.

CAL.: Blake, Moffitt & Towne; Commercial Paper Corp.; General Paper Co.; Seaboard Paper Co.; Zellerbach.

COLO .: Dixon & Co.; Graham Paper Co.

CONN.: Alling Paper Co.; John Carter & Co.; Rourke-Eno Paper Co.

D. of C.: R. P. Andrews; Barton, Duer & Koch; Frank Parsons Paper Co.; Stanford.

FLA.: Capital Paper Co.; Central Paper Co.; Ever-glade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.

GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.

IDA .: Blake. Moffitt & Towne: Zellerbach

IDA: Blake, Moffitt & Towne; Zeilerbach.

ILL: Berkshire Paper Co.; Bermingham & Prosser;
Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight
Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper
Corp.; Messinger Paper Co.; Midland Paper Co.;
Swigart Paper Co.; James White.

IND.: Central Ohio; Century Paper Co.; Crescent Paper Co.; Diem & Wing; Indiana Paper Co.; C. P. Lesh Paper Co.

IOWA: Bermingham & Prosser: Carpenter Paper Co. KAN .: Carpenter Paper Co.; Graham Paper Co.

KY .: Louisville Paper Co. ME .: C. M. Rice Paper Co.; C. H. Robinson.

MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.

MASS.: Bulkley, Dunton & Co. Inc.: Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Colonial Paper Co.; Mill Brand Papers; Paper House of N. E.

MICH.: Beecher, Peck & Lewis; Bermingham & Pros-ser; Carpenter Paper Co.; Graham Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Iwine.

MINN.: John Boshart; General Paper Corp.; The John Leslie Paper Co.

MO.: Acme Paper Co.; Bermingham & Prosser; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.

MONT .: Carpenter Paper Co.; The John Leslie Pa-

NEB.: Carpenter Paper Co.

N. J.: Bulkley, Dunton & Co., Inc.; Forest Paper Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons,

NEW YORK CITY: H. P. Andrews; Bulkley, Dunton & Co., Inc.; M. M. Elish & Co., Inc.; Forest Paper Co.; J. & F. B. Garrett; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold-Gould, Inc.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Goulard-Plehn; Willmann Paper Co.

NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; V. H. Smith.

F. B. Garrett; V. H. Smith.

N. C.: Dillard Paper Co.

OHIO: Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.

OKLA .: Carpenter Paper Co.; Tulsa Paper Co.

ORE:: Carler, Rice & Co. of Ore.; Fraser; Zeilerbach,
PA.: Alling & Cory Co.; Chaffield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price
Co.; Raymond & McNutt Co.; G. A. Rinn; Schuylkill
Paper Co.; H. A. Whiteman & Co.; Whiting-Patterson
Co.; Wilcox-Walter-Furlong.

R. I.: John Carter & Co.; Narragansett Paper Co.; Carter, Rice & Co.

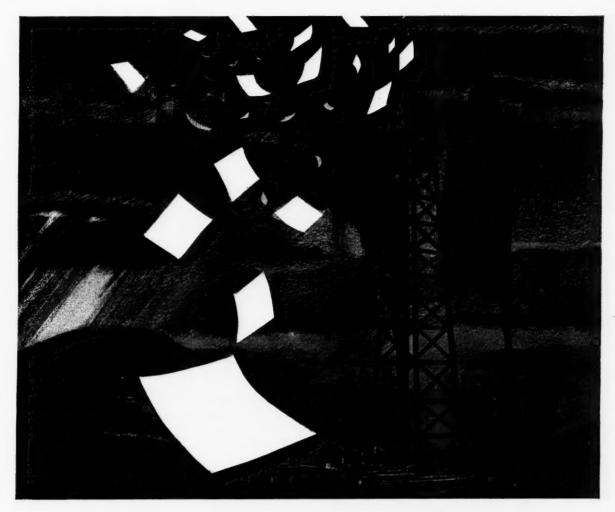
S. C .: Dillard Paper Co.

TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Graham Paper Co.; Southern Paper Co.; South-land Paper Co.

TEX.: Carpenter Paper Co.; C. & G. Paper House; Clampitt Paper Co. UTAH: Carpenter Paper Co.; Zellerbach.

VA.: Cauthorne Paper Co.; Zellerbach. Dominion Paper Co.; Dillard Paper Co.; Old Dominion Paper Co.; Richmond Paper Co.; B. W. Wilson.

WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Zellerbach.
WIS.: Bouer Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.



GUSHER!

In 1920, fuel oil supplied 10.5% of total U. S. energy requirements. Today, it supplies about 30% . . . and demand continues to gush far beyond the capacity of the industry to cap it.

For many of America's expanding industries — and fuel oil is obviously one — a sellers' market persists. This is why the paper industry, so essential to all industries, is, itself, in that same market . . . and is, itself, one of America's most expanding.

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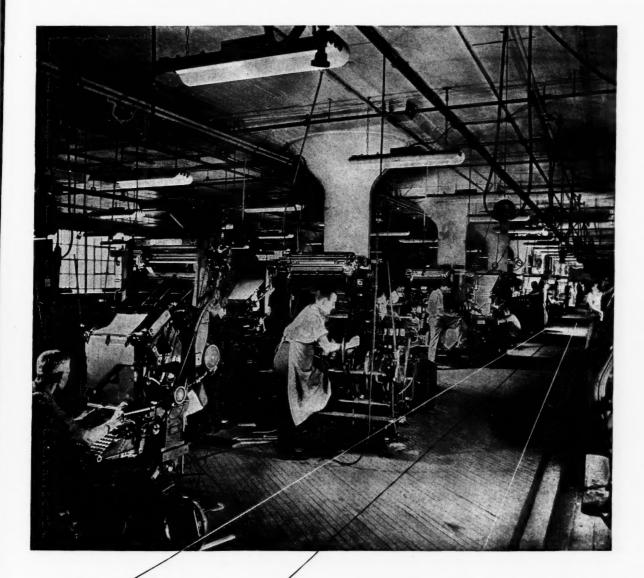
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OCTOBER 1947

The Inland Printer J. L. Frazier, Editor

Leading Business and Technical Journal in the Printing and Allied Industries

MACLEAN-HUNTER PUBLISHING CORPORATION

Craftsmen Meet at Annual Convention

By Glenn C. Compton

NEW YORK EDITOR

● THE INTERNATIONAL Association of Printing House Craftsmen, which now comprises seventy-one clubs and has grown to a membership of 9,644, an increase of 902 over last year, held its twenty-eighth annual convention in the historic Grand Union Hotel, Saratoga Springs, New York, from August 31 to September 3, with the Albany Capital District Club acting as host.

Presidency of the International was moved from the Pacific to the Atlantic Coast with the election to that office of A. Gordon Ruiter, Boston, who succeeds William H. Griffin, San Francisco. Mr. Ruiter, who is superintendent of the letterpress department of the Forbes Lithographing Company, is the second Boston Club member to be head of the International, the previous one having been the late John B. Curry in 1935-1936.

Gradie Oakes, of Chicago, was elected first vice-president; Russell J. Hogan, New York, second vice-president; and Fred Baillie, Ottawa, third vice-president. Mr. Baillie defeated Alex J. Alberg of Kansas City by a vote of 28 to 23 and is the first Canadian to hold International office since Eric O'Connor of Montreal was president in 1942-1943. Edward T. Samuel, Cleveland, was re-elected treasurer, and Pearl E. Oldt, Cincinnati, continues as executive secretary.

The new officers were inducted by Past President Harvey Glover, New York, during the annual banquet on Wednesday evening. Following his

speech of acceptance A. Gordon Ruiter, new president, announced his appointments of the commission chairmen: J. Homer Winkler. Columbus, education and research (a merger of two former commissions); Russell L. Olander, of Glen Ellyn, Illinois, publications; Gordon J. Holmquist, Los Angeles, public relations; and A. Gordon Ruiter, the industry relations. John L. Reay, Columbus, was reappointed representative-at-large, and DeWitt A. Patterson, New York, foreign representative. The following special committee chairmen were also announced by Mr. Ruiter: Edward H. Christensen, Chicago, club bulletin service; and Walter F. Schultz, Dallas, manuals and historical.

The topic which stimulated the most discussion at the business sessions of the convention was the need for much larger and better geographical representation on the International board of governors. With the elimination of the elective office of secretary, which has been replaced by a paid executive secretary, the voting membership of the board was reduced from seven to six, while at the same time the association is growing in number of clubs and total membership.

At the final convention session a resolution was adopted that called for the president to appoint a geographically distributed committee of five, to study ways of securing better geographical representation on the board and report its findings to the convention next year.

One proposed solution, which did not reach the floor for a vote, was to make the fourteen district representatives voting members of the board. Passed in its place was an amendment inviting district representatives to attend board meetings, with a voice but no vote. A proposed amendment to create an office of fourth International vicepresident was tabled in order not to hamper the committee of five.

Also passed was an amendment requiring that the mid-year meeting of the board be held in the city where the permanent headquarters of the International are located. This city is Cincinnati, where the offices of the executive secretary, Pearl E. Oldt, have been set up. Mr. Oldt moved there from Grand Rapids recently, following the choice of Cincinnati as the headquarters city.

As the result of another amendment passed, the local club whose bid for the next convention has been accepted must present at the mid-year meeting of the board an acceptable plan. If not acceptable, the board will either assist the local club in devising a better plan or seek another city in which to hold the convention.

The Milwaukee-Racine Club presented a resolution which would remove the distinction between active and associate members, permitting any member of a local club to be a candidate for International office. President Griffin ruled out consideration of this resolution because it affected the constitution

and would have to be re-submitted as a proposed amendment.

The 1948 convention will be held in Cleveland, where the International met in 1937. The San Francisco Club put in an advance bid for the 1949 convention, to be held in that city during California's centennial celebration of the '49 gold rush and its admission as a state. The Chicago Club again voiced its request for the convention in 1950, provided it could also hold the next Graphic Arts Exposition.

The convention was formally opened Sunday evening, August 31, with addresses of welcome by Harry F. Shaughnessy, general convention chairman, and Robert F. Bunn, the president of the Albany Club.

At the Monday morning session, following the reports of the president and secretary, the meeting was turned over to a discussion of the Printing Week celebration, with Gordon J. Holmquist, chairman of the public relations commission, as the presiding officer.

Mr. Holmquist reported a growing interest in this event and said that forty-one clubs participated in 1947 as against only fifteen in 1946. He reviewed the assistance that the International gave local clubs this year and outlined plans for helping them celebrate Printing Week in 1948. The public relations commission will clarify for the clubs, by letters and folders, what is being attempted; seek the cooperation of other graphic arts organizations; ask advertisers to slant their January advertising to the Printing Week theme or at least carry the Printing Week emblem; seek newspaper support and furnish material to small newspapers where no clubs are located; ask local organizations such as Rotary and Kiwanis to cooperate; and furnish clubs with kits of photos showing what other clubs have done in the past.

Printing Week Discussed

Three men gave talks on Printing Week at this session. Addis W. Dempsey told about Boston's very successful celebration of Printing and Publishing Week in 1947, sponsored by the Boston Club in cooperation with three other graphic arts organizations and civic groups.

Prominent men were selected to head the various committees for the Boston observance. The president of one of the city's largest advertising agencies was chairman of public relations, and the educational committee was headed by the president of one of the country's largest textbook publishing houses.

Alex J. Alberg, Kansas City, suggested that the celebration of Printing Week be made a district project, having the district representative assisting. He told how the Kansas City, Topeka, and St. Louis clubs cooperated by exchanging ideas. Support of the Advertising Club and Art Institute in Kansas City was obtained, and the mayor issued a Printing Week proclamation.

Joseph F. Sorace, Rochester, who is chairman of the Printing Education Week of the National Graphic Arts Education Association, gave a review of experiences of that organization in celebrating its annual Printing Education Week, which centers around the life of Benjamin Franklin.

Official Emblem Contest

The International will sponsor an annual contest for the design of a poster stamp to be used as the official emblem for Printing Week. The



A. Gordon Ruiter, of Boston Club, was chosen as president of the International Association

award is to be presented at the Printing Week dinner of the club whose member designs the winning emblem. This plan was presented as a resolution, adopted at the final session of the convention, by the Newark Club, which inaugurated Printing Week several years ago at the suggestion of Perry R. Long, senior past president of the International. The Los Angeles Club will award a cup for the best poster used to promote Printing Week.

Three addresses on the theme of apprentice training and education were delivered at the Monday afternoon session. Chester Morey, Apprentice Training Service, Department of Labor, Boston, discussed the importance of careful selection of apprentices, emphasizing using scientific tests of applicants.

Through the use of standard and special tests, the job applicant can be examined for intelligence, vocational interest, manual and mechanical aptitudes, and judgment. Different industries and different jobs in an industry require varying combinations of aptitudes and characteristics. Some jobs may not require a high degree of intelligence or mechanical aptitude, but do demand dependability, a trait which can be tested in advance.

On the question of determining suitable tests for a given industry, Mr. Morey outlined the following procedure: Analyze the job and write down every motion performed, to learn what the man has to do; determine the care, judgment, and skill required in performance of the job; select or devise tests designed to measure the applicant's potential ability to perform the job; try out the tests on experienced workers to determine the validity of the tests; keep a record of the apprentice's performance to see if he lives up to the ability indicated by the tests. If there is too much variance, the tests may need revision.

Practical problems of apprentice training were discussed by S. Preston Hipsley, Director of Personnel, Government Printing Office. Calling upon his experience at the GPO, Mr. Hipsley endeavored to answer the following questions posed by A. Gordon Ruiter, presiding officer of the session:

What training should be given apprentices in the shop? What should be the order of the various operations or machine training given? How much instruction is needed? Should the training be done during working hours on actual jobs or be largely confined to outside working hours? Should the foreman of the department supervise or actually give the training, or should this training be handled by someone else in the department?

Questions on Training

Mr. Hipsley prefaced his remarks by saying that an apprentice program must not interfere with the manufacture and sale of the product at a profit, and that the answer to the questions posed are directly affected by the size of the organization, availability of personnel, interest of the proprietor in the industry, and the balance sheet.

Combining the first two questions and answering them as a single one, Mr. Hipsley said that, because learning difficulty and operational or manipulative difficulty are not identical, the learner should be told



Officers of IAPHC, from left: Edward Samuel, Cleveland, treasurer; Pearl Oldt, Cincinnati, executive secretary; William Griffin, retiring president; A. Gordon Ruiter, Boston, president; and first, second, third vice-presidents: Gradie Oakes, Chicago; Russell Hogan, New York; and Fred Baillie, Ottawa

and shown and questioned before he is given the opportunity to perform. Theoretical or trade knowledge should be made available in the order of its learning difficulty, and operational experience in accordance with its "doing" difficulty.

In actual practice, however, this is often not possible, because production work in the shop does not always lend itself to assignment on a difficulty basis. For this reason training should be organized so that the apprentice receives some of his trade knowledge and production experience apart from the regular shop activity. In short, the apprentice should be given instruction in theory and practice in accordance with their learning difficulty before he goes on production, then allowed to be assigned to any work when he goes on production, but make sure he gets production experience.

Learn from Actual Jobs

All training should be given as nearly as possible to the time it is to be used and should be as closely associated as possible to the operation or action it affects, said Mr. Hipsley. It is better to set up, where possible, a school and shop program where the apprentice is given an opportunity in the school to perform trade operations and receive instructional material almost simultaneously. Apprentice training, therefore, should be given during working hours, actual jobs should be used in school, and experience on regular work made available.

Foremen should not be required to give formal instruction to the apprentices, in the opinion of Mr. Hipsley.

"When a man who has always been a producer becomes an instructor," he said, "he usually gets into difficulties because he does not realize that he has, in reality, changed his job—and that he has stopped being a producer and has become a trainer. While he is attempting to do a training job he is thinking in terms of a production job. In other words, he knows his

job but he has never analyzed it. When he has to put over more than one job in teaching a trade or operation, he does not know how to arrange the difficult job so that each job mastered by the learner makes the learning of the next job easier. Frequently he is unable to distinguish between what must be taught as jobs and what should be given to the learner in the form of information. He has difficulty in planning so that information will be given to the learner at the time when the learner needs to apply it to the job for the first time. Finally, he has difficulty handling learners under instructional conditions although he may know how to handle them under production conditions."

Mr. Hipsley added that he did not overlook the valuable instruction and guidance given to apprentices by the foremen and craftsmen while they are assigned to live production work.

In its development of a practical apprentice training program, the GPO has used its apprentice school staff, equipment, and experience as a laboratory where, in addition to training the apprentices, production standards are being developed, aptitude tests designed and applied, and new processes and operations tried out. The GPO hopes to record results and make them available to the industry, said Mr. Hipsley.

Train Junior Executives

Graphic arts educational facilities upon a college or professional level for the training of the junior executives are woefully inadequate, said Laurance B. Siegfried, Professor of Graphic Arts, School of Journalism, at Syracuse University. The industry needs at least six geographically distributed schools like the Carnegie Tech Department of Printing, he said. Carnegie can't begin to supply the demand for junior executives.

Tentative plans are now under way for the establishment of such schools in several sections of the country, Mr. Siegfried said. He commended the Rochester Institute of Technology for providing an excellent technical course in printing, and said that more printing centers should provide evening courses of the type offered by the New York Employing Printers Association.

Stressing the need for education in printing management, Mr. Siegfried stated that the majority of foremen who go into business for themselves fail because they have had no training nor experience in selling, costs, estimating, and contacts with customers.

Local Club Problems

At the club management dinner on Monday evening, with Russell J. Hogan, New York, presiding, several ideas designed to improve the administrative and educational activities of the local clubs were presented. Suggestions for program planning were given by Roland L. Lambert, Indianapolis. The club in his city has a club assistance bureau which records meetings as an aid to incoming program chairmen, a simplified plan which he urged the International to adopt. Programs should be planned at least three months in advance and the incoming chairman should find himself with at least two programs organized or in the process of being arranged, he said.

Exhibits in connection with the graphic arts films provide an excellent program, said Mr. Lambert. When the Indianapolis Club presented Eastman's "Modern Photoengraving," a local engraving house presented a complete display of the continuous tone negatives and positives, screen negatives, etched plates, and proofs of a Kodachrome job, all of which gave a better understanding of the film.

Ways to obtain new members were discussed by Addis W. Dempsey, Boston. In the Boston Club every member of the board of governors belongs to the membership committee, which is headed by the second vice-president. When membership comes up for discussion, the

monthly board meeting temporarily becomes a session of the membership committee. The club checks the list of all firms which have no member in the club, and sends out invitations and dinner tickets to twelve or fifteen firms a month suggesting they give them to eligible men in their plant.

Mr. Dempsey stressed the valuable help that supply salesmen can give in promoting new members. They see men in the field and are the first to know when a promotion makes a man eligible for membership in the club. Since 1944 Boston

inates steam-roller tactics of open meeting nominations, and it gives new members a chance to ask questions about candidates before voting. The two mail ballots give the club two extra "shots" or reminders to inactive or indifferent members, by reminding them they have some obligations to their club, if only in casting their votes.

J. Hayden Kennan, San Antonio, described a very efficient and compact visible-record system devised and used by A. L. Koenig, secretarytreasurer of the San Antonio Club. Mr. Koenig uses a 3 by 5 index card, Kodak Company, at the Tuesday afternoon session. The principles of color photography have been known a long time, he said, but it was only with the development of suitable and economical materials in recent years that great strides in the field have been made. The general public has become increasingly color conscious, and because it is now so simple for them to take their own color pictures, they expect to see color in pictures made by others, including those appearing in printed matter.

The latest development in this connection, remarked Mr. Gardner, is Ektachrome, which permits the photographer to produce a color transparency in his own studio in less than two hours. Not stopping there, the photographic industry is also seeking to develop improved materials and processes for photomechanical reproduction of color.

New Equipment Described

All who work with photography should have a very thorough understanding of the basic photographic principles, said Mr. Gardner. Too many graphic arts photographers assume that the skillful mechanical manipulation is all that is necessary. Photographers also need to be educated in the technique of taking pictures for photomechanical reproduction. More interested in obtaining a beautiful transparency or print than in how it will reproduce, they turn out pictures unsuitable for the limitations of photomechanics and process inks.

W. B. Thiele, of the Sperry Corporation, described his company's entrance into the printing industry with both web-fed rotogravure and letterpress presses for commercial printing, based on designs developed by the E. G. Staude Manufacturing Company, which was purchased by Sperry in 1946. Flexibility in size changes with perfect control of web tensions is claimed as an outstanding feature of the rotogravure press. so that it can be used for a wide variety of commercial work. Mr. Thiele estimated that commercial printers are losing \$100,000,000 worth of converting and label business to the big gravure houses. In conjunction with rotary blankers and strippers, rotogravure printing heads are very much in demand because of good results achieved on cartons.

In addition to the manufacture of web-fed rotogravure and letterpress presses, Sperry is engaging in the development of better photographic and engraving techniques for gravure cylinders, and electric



Representatives of clubs which won trophies donated and presented by Lee Augustine in club bulletin contest, from left: Winnipeg, Rock River Valley, Chicago, Duluth-Superior, Detroit, Toledo

Club has increased its membership from 165 to 300.

A mail ballot used by the Cleveland Club in the selection of officers was described by Chester L. Klein of that club. The nominating committee selects a man for each office, and the names are turned over to an election committee which prints and mails to all members "primary" ballots containing the names of the nominees and space for writing in other names. Those who have received the greatest number of votes are placed on another printed ballot and mailed to the membership. Before any write-in candidate is placed on the final ballot, the election committee contacts him to obtain his consent to run.

Insures Democratic Election

The Cleveland mail ballot insures a democratic election, stated Mr. Klein, because it allows all of the membership a chance to vote even if they can't be present at the election meeting. It encourages a more careful selection of nominees, elim-

on the face of which is entered the name and place of employment of the man who proposed the member, the member's date of admission, a record of initiation fee and initial dues paid, space for date of withdrawal or transfer, records of offices held, the member's home and business address, his firm and position, and finally the member's name exposed at the bottom of the card in the visible alphabetical file. On the reverse side of the card is a combined financial and attendance record covering a ten-year period.

Color Photography Discussed

Varied color signals or tabs at the bottom of the cards indicate associate or active members, charter member, service record, and other information about the membership. At a glance the secretary can tell, for instance, the ratio of associate to active members.

Recent progress in color photography and its photomechanical reproduction were discussed by Richard W. Gardner, the Eastman

eye register control. In the future the company may add offset to its

line of printing heads.

The session on Tuesday morning concluded with an inspirational lecture on "Humanics in Printing" by Ralph L. Lee, public relations director of the General Motors Corporation. In dealing with people, said Mr. Lee, four things about them should be considered: Everybody is different; you can't change people, except within limits; no one individual is the same all the time; and everyone is proud of being different. You can't, therefore, handle people in industry on a mass production basis-all their differences must be considered and their individuality respected.

The long-range problem of a continuing source of the fiber for paper was discussed by Neil B. Powter, Howard Smith Paper Mills, of Montreal, at the Wednesday morning session. Forests in both the United States and Canada are now being drained of pulpwood faster than the new trees are grown, a trend which has to be stopped if the supply of fiber is not to run out some day. Some progress is being made, however, in the scientific regrowth of timber suitable for pulpwood, and in the control of forest fires and disease.

"If we treat our forests right there is every likelihood they can be made to yield sufficient cellulose fibers to satisfy all wants for years to come," Mr. Powter concluded. "But we cannot go on as we are doing. We will have to face the expense of caring for our forests, of cropping them properly instead of mining them and, lastly, we will have to learn how to extract more valuable materials out of our wood so that future costs of fibers do not get out of line."

More Attention to Planning

In the face of higher printing costs more attention will have to be paid to careful planning of printing if a profit is to be earned, said Homer F. Sterling, of the Carnegie Institute of Technology. One of the bottlenecks that prevent more economical planning is the lack of knowledge of the artist who does most of the designing and planning of printing today, said Mr. Sterling.

Craftsmen are the logical ones to correct this situation, said Mr. Sterling. They should kick more about the copy they get, and find men in their group who can counsel artists in more practical design for printing. Employing printers are often not aware of the problem, hence are

likely to do very little about it. Mr. Sterling, who is director of the advertising production clinic of the Pittsburgh Advertising Club, told how the club during the war conducted a production clinic for forty department store art directors. Better copy, better service, and greater profits were the results.

Educational Programs

Gradie Oakes, Chicago, described a set of slides on photoengraving which he has produced for use by local clubs for their educational programs. This is the first of several



Public Printer A. E. Giegengack presented the past president's jewel to William H. Griffin

such projects on various graphic arts processes which the International will undertake. The photoengraving set consists of 150 slides with a running commentary which will take about 45 minutes to present. An index file contains a descriptive card for each slide, so that a local engraver can select those which he thinks will be of most interest to the local club audience. Pearl E. Oldt, executive secretary of the International, will notify the local clubs when photoengraving slides are ready for presentation.

Lee Augustine, Cincinnati, donor of the trophies in the annual club bulletin contest, announced this year's winners at the banquet. First place for clubs with more than 125 members went to Toledo; second place to Detroit; the third place to Chicago. First place for clubs with less than 125 members was won by Duluth-Superior; second by Winnipeg; third by Rock River Valley.

Because of the general excellence of the bulletins submitted this year, seven additional clubs in each group were given honorable mention. In the over 125 group these went to: Montreal, San Francisco, Philadelphia, Columbus, Minneapolis, York, Milwaukee-Racine. In the under 125 group: Utica, Ottawa, Des Moines, Rochester, Fort Worth, Topeka, and San Antonio. Judges in the contest were Glenn A. Pagett, Indianapolis; John E. Cobb, Portland; and J. L. Frazier, editor, The Inland Printer.

A healthy growth in membership was announced by Pearl E. Oldt in his first annual report as the new paid executive secretary. The local clubs added 1,124 new members. Balanced against a loss of 222, the net gain was 902 for a total membership of 9,644. The total of seventy-one clubs in the International a year ago has been retained, with the addition of two new clubs and the reinstatement of another compensating for the suspension of two and the loss of one club through consolidation.

The newest club to join the International is Tulsa, Oklahoma, organized in July of this year. It has been reported that Boise, Idaho, is now forming a club, with organization meeting planned for last month. Mr. Oldt said he expected membership to reach 10,000 soon with 75 or more clubs.

The New York Club showed the greatest numerical gain in membership during the year, with 122 men added to the roster for a total of 631. Vancouver had the highest percentage gain with 700 per cent. The average increase for those clubs which showed a gain was 24 members; the average increase for all clubs was 12.

Officers' Reports Published

All of the officers' reports, with the exception of that of the president, were published in pamphlet form and distributed at the convention. President Griffin, making his report at one of the convention sessions, stated that he had visited twenty-six clubs during his administration, attended three district conferences, lectured at schools, and talked at several graphic arts conventions. He acknowledged a gift of \$1,000 from the Montreal Club, profits from last year's convention, to be added to the educational fund. National Graphic Arts Exposition, Incorporated, through its president, Public Printer A. E. Giegengack, has offered the International educational fund a sum of \$5,000, Mr. Griffin reported.

Past presidents of the International who attended the convention were Perry R. Long, John J. Deviny, Public Printer Giegengack, Eric O'Connor, Harvey Glover, and H. Guy Bradley.



Any Type Can Be Used for Offset Reproduction—But...

By Glenn J. Church

• Actual jobs have demonstrated that any type face can be used for offset reproduction. If care and skill are employed in the various steps involved, the typographical quality of any letterpress job can be duplicated by lithography.

However, except in isolated cases demanding the highest quality, the time, care, and skill required for perfection are not available or are not considered economically practical. The several operations—selecting perfect type from which to pull proofs, pulling the proofs, making the photographic negative, manufacturing the offset plate—present opportunities for imperfections to creep in. Thus has arisen the widespread misbelief that some type faces are impossible to reproduce

by offset.
Since a situation of hurried, nottop-quality operation exists pretty
generally in the industry a review
of types best suited, together with
some pointers expediting offset reproduction, may be helpful.

Sans-serifs Most Suitable

The sans-serifs lead the list of types most suitable for quick and easy reproduction. No serifs, strokes of uniform width, absence of hairlines, generous distribution of white space between parts of an individual letter—all these characteristics account for the deserved popularity of the sans-serifs for offset printing. As Figure 1 demonstrates, poor quality proofing, inferior photography or platemaking may heavy the strokes or lighten them but the actual character of the letter itself is little changed.

Modern Egyptian letters (Figure 2) with their broad, flat serifs run a close second in popularity, although these serifs may cause some difficulty (as in the case of the cap A and some other letters in which the serifs join the diagonal strokes of the letter at an acute angle).

Types such as Garamond Bold, with somewhat contrasting thick and thin strokes, are likewise ideally adapted to offset reproduc-

tion. Variations in weight of the strokes, resulting from imperfect proofing, photography, or platemaking, will alter the character of the letter somewhat of course, but the result is usually satisfactory.

Check for Imperfections

COMPOSITION: Make sure that perfect type is used. Check for imperfect letters in the form and in the rough proof.

PULLING PROOFS: Make use of the proper proofing material, ink, proof press, as well as sufficient time and the skill required to pull good proofs. Check again for imperfect type, particles of dust on the type form, proofing material, or inking roller.

PHOTOGRAPHY: Be sure that this highly important operation is in the hands of a skilled workman. Overexposure or underexposure will result in an unfaithful reproduction of the type.

PLATEMAKING: Careful opaquing of negatives will eliminate such undesirable results as dots over lower case i's and j's being removed, et cetera. Skilled platemaking will insure offset plates capable of faithfully reproducing the original type impression.

Modern roman letters, however, present problems. Their hairline strokes and delicate serifs may be entirely lost if the various steps involved in their reproduction are not expertly executed. Or these faint lines, which distinguish modern roman types, may be heavied to the extent that the original character of the letter is lost.

The use of negative photostats, prevalent in the offset industry as an economy measure, affords still another opportunity for unsightly imperfections. As illustrated in Figure 5, the use of a type with markedly contrasting thick and thin strokes may sometimes be disastrous. Some retouching of the photostat, or some skillful touching-up on the negative would have avoided this undesirable result. But such handwork involves costly and time-consuming operations which many shops strive to avoid.

Regardless of what type face is selected for reproduction, checking for imperfections in the composition, proofing, photographing, and platemaking stages will pay worthwhile dividends in the appearance of the finished job.

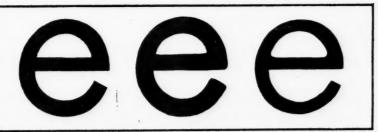
Select Perfect Type

Selection of perfect type is of primary importance. Foundry type which has been used for printing should never be used for pulling proofs. Monotype which has been used should be discarded, and not distributed for later use in composition for reproduction.

For proofing on paper a highfinished yet somewhat dull-coated book stock is generally preferred. Ink should be of the best quality. Impression should be just enough to print the type sharply, without so much squeeze that the ink is forced out from under the surface of the type to produce a distorted proof. The ideal method involves the use of a special proof press on which sharp, opaque impressions can be pulled on both sides (simultaneously) of a sheet of transparent cellulose acetate. This impression, completely opaqued by the application of a black dusting powder, makes practically perfect copy which (if actual size) can be stripped into positives for deepetch plates, or used for making contact negatives for the manufacture of albumin plates.

Platemaking, too, should be accorded the care and skill necessary to good reproduction.

When this ideal situation must be tempered with practical limitations,



Sans-serif types, simplest of all letter forms, lead the list of type faces easily and quickly reproduced by photo-offset. Fattening or lightening weight of type changes appearance but not character of letter. For purpose of demonstration, examples are, of course, an exaggeration of usual results

999

Modern Egyptian letters are another popular choice for reproduction. Inferior proofing, poor photography or platemaking may increase or decrease weight of letters, but their character remains the same. Horizontal serifs which join oblique strokes of some letters may be a source of some trouble

aaa

Types with not-too-contrasting elements reproduce well. Overexposure in photographing may tend to exaggerate weight of type face such as Garamond Bold, while underexposure may noticeably weaken lighter strokes. But retention of character of original type design is usually entirely satisfactory

MM

Acceptable reproduction of modern roman types with their hairline strokes and thin serifs requires more skill, care, and time. Fattening of serifs, almost inevitable in run-of-mill work, produces a letter form considerably altered in character. Loss of hairline elements effects an unsightly result

JOHN SMITH CO.
Printers and Lithographers

The final appearance of jobs made from negative photostats using types with markedly contrasting thick and thin strokes can be disastrous. Better craftsmanship is required to faithfully reproduce these types. When selecting the type face to be used, keep in mind the handling a job will receive

however...aside from the esthetic considerations...when you select a type face to be reproduced by photo-offset, keep in mind the quality of handling which the job will receive. Remember that any type face can be used...but some

Easy to Reproduce

Bookman

Brush

Cheltenham

FUTURA

Gillies, Gothic

Garamond Bold

Kaufmann Script

Lydian

Mandate

Stymie

Typewriter

More Difficult

Bernhard Cursive

Bernhard Roman

Bodoni

Caslon

Commercial Script

Corvinus

Engravers Roman

Goudy Handtooled

Onyx

Scotch Roman

Trafton Script

are easy, quick, and economical to reproduce, while others require more skillful handling, more time and expenditure for handwork if a quality job is demanded.

One of First Ultra-Modern

● STARTING in the lithographing business in 1922 with one single-color press, the Newman-Rudolph Lithographing Company, Chicago, today operates a large battery of single-color, two-color, and four-color presses producing upwards of 300,000,000 single-color impressions every year.

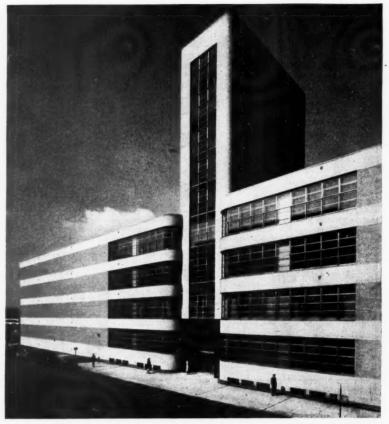
Newman-Rudolph's recently completed ultra-modern building, one of the first and most modern postwar structures in the printing industry, dominates an entire block.

The exterior of the four-story main building is constructed of face brick, stone, and granite. Rising above the main entrance is an imposing nine-story brick and stone tower. The over-all dimensions of the building are 191 by 281 feet. Each floor has an area of 53,433 square feet. Total volume is nearly 4,000,000 cubic feet.

Year-round Air Conditioning

From the basement up, the Newman-Rudolph building reflects the latest design ideas for the efficient manufacture of printing by offset. Constructed of reinforced concrete, with vertical columns resting on "floating" foundations, the building is entirely free of any vibration or sway which would otherwise result from operation of the many heavy presses.

The building is generally windowless. A few windows, admitting daylight, are used for matching colors. Illumination is mainly indirect and fluorescent. Two 225-ton units pro-



Recently completed modern printing building of Newman-Rudolph Lithographing Company, Chicago

vide year-round air conditioning for the comfort of personnel and to attain the utmost in printing efficiency. Air is filtered by electronics and oil. An automatic control holds the humidity to within one per cent of the desired level. Heating is accomplished with oil burners, with steam radiation used at the windows. Windows are of the thermopane type, with two panes of glass separated by an air space and sealed air- and moisture-tight.

Although the building is of fireproof construction, an overhead automatic sprinkler system adds further protection against fires which might start in combustible materials anywhere in the building.

One of the out-of-the-ordinary design features of the interior is the location of washrooms, lockers, the ventilating system, and power outlets at the center of each floor for easy access. There are two freight elevators and three passenger elevators, all automatic.

A particularly interesting innovation is found in the unloading ramp

Spacious, colorful, modern reception room in the new Newman-Rudolph building. Illuminated semi-circular modernistic mural adorns one end



rn Post-War Printing Buildings

which leads from the first-floor level down into the basement stock room. Pipes have been imbedded in the floor of the concrete ramp. Heated Prestone may be circulated through these pipes, when necessary, to keep the ramp free of ice or snow.

On the first floor is located the finished stock room and shipping department. Here also are the many offset presses. Concrete pressroom floors are treated with a special preparation which retards the circulation of dust.

Large Platemaking Department

Executive offices, general offices, art, camera, and platemaking departments are on the second floor. The large platemaking department is equipped with the most modern cameras, and special built-in dark rooms, and is manned by the largest personnel in the middle west. Hundreds of sets of color plates are produced each year. Artists have their own individual cubicles, curtained off from the other areas, in which they match colors on negatives from transparencies, et cetera.

One's first impressions of the interior are formal. Large plate glass, bronze-framed doors lead into the first floor lobby finished in Italian marble. A courteous attendant is on hand in the lobby to receive the visitor and to offer directions or information.

A more informal atmosphere is found on the second floor, however. Here, the spacious reception room surrounded by offices is attractively adorned by pleasant colors, modern furnishings, and living plants. A colorful, semi-circular mural, indirectly lighted, decorates one end of the room.

DeLuxe Executive Offices

The executive offices are reached through a long corridor with overhead crossbeams serving the two-fold purpose of concealing the indirect lighting and creating the illusion of width. Each executive's office is finished in walnut or mahogany to suit the occupant's taste.

At one end of the corridor is a library finished with tan leather walls and furnishings. The green and brown color scheme is complemented by a large illuminated mural at one end of the library.



Artists work in air-conditioned comfort in new Newman-Rudolph plant. Each has a curtained-off cubicle in which to match colors on negatives from transparencies. The lighting is constant

Platemaking department is equipped with most modern cameras and other devices. Dark rooms are built in. Here hundreds of sets of color plates are made each year.

Battery of one-color, two-color, and four-color offset presses produce between 250,000,000 and 300,000,000 single-color impressions annually. Floating foundations eliminate sway and vibration



Your Composing Room Layout Should Be" 7ailor Made" to Your Needs

Start With a "Research" Program to Determine the Classes of Composition Done in Your Plant, Also the Seasonal Demands, and Present and Foreseeable Potential Volume in Each Class

 Composing room layout planning should be guided by the specific requirements of the classes of composition done in a particular plant.

The character of printing within a given plant changes from time to time and the composing room should be constantly adjusted to meet these changes. The volume of the various classes of composition varies with the seasonal demands for printing, with the shifting of the sales effort of the plant from one group of customers to another. There is, in addition, the development of new methods of handling composition, and so the composing room will have to keep pace or the printer will suffer a penalty when comparison is made with competi-

The layout finally adopted should take all of these factors into consideration. It will be more and more obvious as the planning of the composing room proceeds that the lay-

out should be tailor-made for the particular plant under consideration and that the mere copying of layout of some other plant or the scattered selection of the ideas from a number of plants will probably fail to give the organized department that will insure satisfactory costs and produce the desired volume of quality composition.

If the final layout is to reflect the best in modern composing room practice and properly provide for the needed volume of the plant, it is very necessary that planning should start with a program of research that seeks to determine the classes of composition to be produced, the time of year that the demand will occur, the volume of each class of composition, preferably by months, and the possible adjustments to be made in these figures by a sales forecast of the foreseeable future. This will be the engineering ap-

THIS IS THE FIRST of a series of three interesting, informative articles about the layout of the composing room. As a basis on which to start your planning, you will find in this first installment considerable food for thought. Parts two and three will follow in succeeding issues.

--By M. E. Powers---

proach to the problem, the substitution of actual facts for the personal opinions of many. It has been evident in many surveys that personal opinions are somewhat biased and that experience may be unduly influenced by conditions that existed in the plant at some time in the past but will not again occur in a reorganized plant. This does not mean that the experience and judgment of the men in the plant

should be ignored-far from it. Rather it is a suggestion that their opinions and all recommendations should be tempered by the data that can be revealed by some research into the records of the plant.

If the planning is to be based on good engineering practice, and certainly there can be no objection to that type of approach to the problem, there will be included in the research a tabulation of the chargeable hours analyzed to develop data on the classes of composition produced during each month for a period of months. The best source of this information, assuming that the plant in question operates a cost system that follows good cost finding practice, are the chargeable hours that are posted to cost sheets. The data should cover a period of months that will level out any hills and valleys of production flow, and normal flow of work in the composing room can be determined.

In plants that do not have an adequate cost system it may be necessary to use job tickets for a breakdown of classes of printing and from all that data estimate the composing room hours. This would mean that the weighted value of the research data would be less and the personal experience factor

would be greater. The object of the measurement, of research, of the experience offered by the men of the organization, and analysis of future sales is to determine everything the composing room of the current period and also of the immediate future should include-the working positions, the adoption of modern ideas, the changes of equipment, the increase in volume, what should be discarded, and the possible effect of changing the processes within the plant. If the composing room is to be tailormade to fit the plant it will be

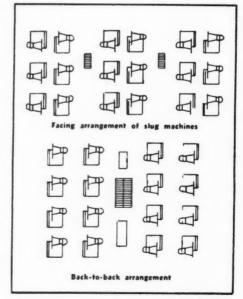


FIGURE 1

necessary to know methods and equipment and quantities and dimensions—otherwise the layout is just a hopeful guess that may fall far short of the desired objective.

There should be included in the planning a large measure of imagination and perhaps of dreaming. Owners, as well as many of the plant organization, have dreamed from time to time of all the things that they would do "if we ever move or build a new plant."

They've worked out in their own minds many changes that would avoid the difficulties of the past. They have been in other plants and some of the ideas that they have observed are now their own and are a part of the dream of the ideal plant for which they have future plans, still just dreams but dreams that may come true.

Now comes the time that they have awaited—the time to lay out an ideal plant. It is assumed that major changes in the composing room will probably be followed by numerous changes throughout the plant.

It may be said there is no such thing as an ideal plant, that it is impractical to plan such a thing. But it is equally true that if the goal is not set high there will be few improvements made in this composing room. And so it is suggested that there be some effort made, some thought given to the idea of the ideal plant as a background for the practical arrangement of the particular composing

The minimum spacing of slug machines

FIGURE 2

room under study. Such study will pay real dividends later on.

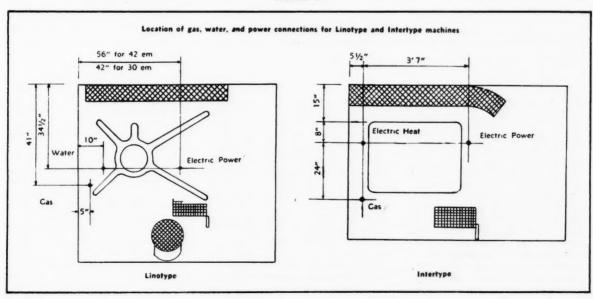
The final layout will be a compromise between the ideal composing room of the dream and the practical arrangement that is possible after all of the limitations imposed by uncontrolled factors have been added to the problem. There

are building columns, stairways, elevators, riser pipes, irregular buildings, fire escapes—the list seems endless to the maker of the layout-all offering a handicap to the ideal plan. The problem is then one of balancing the values of the various items that make up the composing room and using all the research data for guidance in setting these values. The game is to score the greatest number of points for favorable items and keep the loss of secondary items at a minimum.

As an illustration: A printer was planning for a new building. He was just looking at real estate-no purchase yet and no limitation of ground area. He started to make his dream come true by laying out his plant with the various groups within a department arranged in their proper relation for high production, ease of material movement, supervision, and possible expansion. He made the layout without handicap of columns, stairs, and other limitations. He was laying out a plant for ideal mechanical production.

Then as his plans began to materialize he was able to determine the size and shape of land that he should purchase for his new building and what additional area should be provided for future expansion. Then he began to think about this building that should enclose his mechanical layout and so he took a sheet of tracing paper and drew in the columns according to the economical column spacing

FIGURE 3



as advised by his architect. Then he placed the tracing over his mechanical layout and began to examine how much interference there was of building columns with his layout. He was both surprised and delighted that there were so few changes indicated, that his ideal plant could be housed without the handicap of interfering with smooth printing production.

The mechanical layout and the column diagram were taken over to the architect, the building facilities were added, changes made to conform to the city building code, and

ing and who can immediately sense the difficulties of housing his plant in what may be offered for his consideration. And that is the excellent reason why some printers now have their ideal plant on paper, an actual scaled drawing of their future plant corrected up to their present forecast of the future of their sales volume. They know what space they need and the specifications that the building must have. When offers are made they are fully prepared to make a decision based upon facts.

There are in general four types of composing rooms, depending upon

said to be the close and carefully detailed supervision of production.

Before there is any attempt to make the first rough layout of the proposed new composing room it will be necessary to add to the data that has been obtained from research and from the suggestions of the men of the organization. The maker of the layout will need to know something of each of the following points as they may affect the particular plant for which he is making the arrangement:

- Kind of flooring—concrete, maple, wood block, mastic.
- 2. What is the floor loading of the building.
- 3. Kind of heating—radiators or unit heaters.
- Plumbing—gas, water, and the drains.
- 5. Outlet for the exhaust fumes from the metal pots.
- 6. Toilets for men and women.
- The use of galley trucks in the aisles.
- Power panel for the electrical motors.
- 9. Fire exits.
- 10. Metal-where melted.
- 11. Drinking fountains.
- 12. Wash sinks.
- 13. Capacity of elevators and size.
- 14. Room ventilation.
- 15. Lighting.
- 16. Time clocks.
- 17. Job recorders.
- 18. Sound-proofing of partitions.
- 19. Cut correction.
- 20. Messenger service.
- Special products requiring special composition facilities.
- 22. Method of storing cuts.
- 23. Making of reproduction proofs.
- 24. Foundry lockup of chases.
- Direct or alternating current, for lighting and for power.

These and other points will come up in the layout of the composing room. All of this information makes a background to which must be added all the detailed information from study and observation of the movements of materials and motions of men within the department. The objective is to reduce non-productive time by making materials available in the necessary quantity at the proper place, to provide the equipment to perform operations that will improve quality and reduce time, to aid in the distribution of instruction that the men may know exactly what is wanted, to measure the operations that they may be properly charged on the cost sheets, and to adapt the routine in order to include all of the desirable newer and more modern methods.

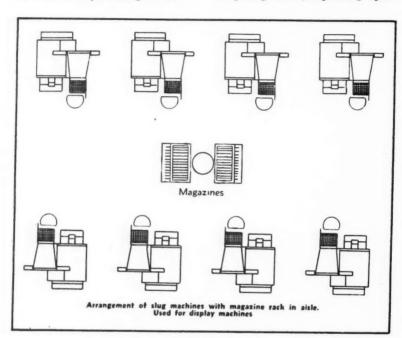


FIGURE 4

the architectural specifications prepared. That is the story of one of the new and modern plants.

But what of the composing room that must be located on the floor of a rented building? What of all of the fixed limitations? Again it could be pointed out that there should be an ideal in the background of planning and in a surprising number of cases adaption of the ideal to the various building limitations becomes a very small matter, only a few adjustments being necessary to avoid columns, stairs, and such things. There are many odd-shaped buildings that don't adapt themselves to any business, to any manufacturing plant. The handicaps are entirely too numerous to be overcome.

It is a wise printer who knows the specific needs of his plant when he goes looking for space or buildthe character of work and the service for which they were primarily designed: publication plant; commercial plant; newspaper plant; and trade composition plant.

Each represents a specialized layout designed to perform certain functions quickly and at minimum cost. The publication plant is geared for the rapid production of mixed pages of type and advertisements of one or more colors. The commercial plant is more flexible for it includes some publication printing, what is usually referred to as general commercial printing, and the small pieces of printed matter designated as job work. The newspaper plant is laid out for maximum production of a standard-size page, an example of specialty printing. The trade composing room emphasizes quick service and quality and its outstanding characteristics may be

Reference will be made throughout this article to the desirability of developing production groups, of assembling the necessary cabinets, materials, machines, and other accessories into a group that will be self-sufficient, will in effect be a small specialized composing room depending on the main composing room only for proofreading. The small units represent not only good engineering in taking advantage of specialization of product but they provide a flexible arrangement by which the plant may expand or contract its facilities and still maintain a high degree of efficiency.

Summarizing up to this point, the need to change the composing room layout with changing demands has been stressed: adjustments of layout and equipment should be based upon research and actual facts in preference to reliance upon personal opinions; dream a little that you may set up an ideal plant for your needs and use the ideal as the goal you are striving to reach despite practical limitations that will make compromise necessary; build up a background of information about the possible factors that will influence a layout to avoid making basic errors and look forward to the development of production units as a basis of composing room layout from the research data, movement of materials, motions of men, and all the waste factors that trained observation will reveal.

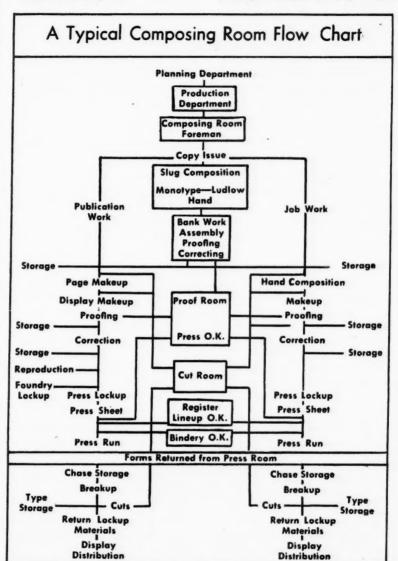
Relate Units of Production

The next important step in layout, and it is very important, is that of properly relating the units of production within the composing room one with another. The objective is to make the flow of work as direct as possible, to avoid backtracking and waste motion. Operations should follow not only in the sequence that will meet the normal needs of the composing room but if the work of research and of observation has been well done, it should be possible to provide for the sudden peaks of demand as well as the scheduled annual peaks when they occur. Failure to establish the proper relationship between operations is probably the greatest single factor in the failure of layouts to perform as planned.

It is easy at the time of compromise to meet space limitations to place operations hither and thither solely on the plea that they fit nicely at that point and with no regard to the fact that by so doing the proper relation of several of the operations has been broken up and what should

have been a close group of units is now widely scattered. A preliminary study should show all the various groups that *must* be together and then a graduated set of values for other operations in the room that will indicate preference in the allocation of floor space.

the plant organization it is necessary for someone to perform that function. Sometimes it is a department of several men, sometimes it is simply in the mind of one man. The same is true of the production department, the function is present although it may not be represented



To examine the problem of related operations graphically, refer to the chart. This shows the operations usually performed in a composing room with the connecting lines showing travel of men and materials. It is also a flow chart in that it shows the proper sequence of operations. It shows the timing of storage facilities and of the secondary operations that must be provided for in the layout.

The chart starts with a planning department, for at some point in

by a department; it may simply be one of the duties assumed by the superintendent of the plant.

The important thing from the standpoint of layout is that these two functions are the start of the flow chart of production and it is desirable to consider the close contact that must be maintained at all times between these functions and the foreman of the composing room. Somebody at some time must gather all of the details so that the job as it comes to the composing room is

tuil and complete. If there are details lacking he will take it back to get the missing information. On the other hand, there may be last minute changes in which there will be need to consult with the foreman.

The problem then becomes one of deciding the point where the flow chart starts and to mark a corresponding point on the layout sheet. Then will come the question of whether the distance between the office (the planning and production functions are in the office) and the foreman should be favored rather than the distance of the foreman from his production centers. There

Note in the chart that a division has been made in the composing room between publication work and job work. That is in accord with the plan of specializing on classes of composition. There is little in common between the hundreds of pages of publication and the small jobs that are in every plant. Good practice immediately segregates the job department and then sets it up with the necessary groups for efficient production. The same may be true of all other specialized products in a plant when the volume warrants.

As previously stated, the layout should complement the plan of prothat galleys may be readily located and in the well planned composing room, this storage will be placed somewhere between the bank man and the area of makeup.

The arrangement that is to be followed in the layout of the slug machines in a plant will depend upon the number of machines to be considered, whether one group of them is assigned to some special class of composition, and the number of machines that may be used for the larger sizes of display faces and will require numerous magazine changes. There is always the factor of travel of the operator from his machine to the machine dump to be considered and the planning of aisles that his travel may not interfere with others.

Serious Problem of Travel

In plants of six machines or less the problem of travel is not very serious but as the machines increase in number, as in newspaper plants and large publication plants, a number of arrangements are used to attempt in some measure to reduce the travel to the dump. Some plants place the machines in rows, all facing the same way. Other plants like the idea of having rows back to back and enough space left between the rows for the possible magazine racks.

The minimum dimensions between rows of slug machines are shown in Figure 2, where the space allowance is given for machines facing one way and for machines that are facing each other to make a working aisle. The minimum space of twenty-four inches between machines gives good spacing.

For the layout man who would like to place the piping and conduit in the floor before moving the machines, the dimensions are shown (Figure 3) for both the Linotype and Intertype machines. The overall width of the machine will vary with the model and the auxiliary magazine but the piping dimen-

sions remain the same.

In some of the older models of the Intertype machine the magazine changes were made from the rear and the magazine racks would be in the rear. All of the modern Intertypes and Linotypes change the magazines from the front so there is the problem of placing the racks so that they will not interfere with the travel of the operators from machine to dump.

To illustrate the placing of the magazines between machines, refer to Figure 4, which shows a layout for the display machines requiring

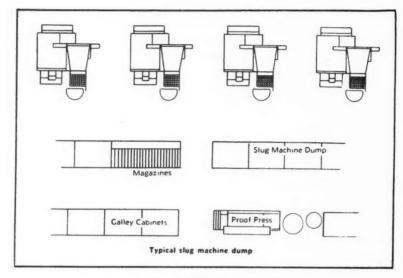


FIGURE 5

is also the question of editors in some plants and again we have the question of what should be favored in the placing of the foreman of the composing room.

If the plant layout is to favor supervision, then certainly the foreman's desk should be the center of the composing room. There the assignment of work is made, the issue of copy, the handling of proofs in and out of the plant, the direction of messenger service, answers to job progress, following up missing cuts or copy, and in many plants the issue of the time cards for the individual jobs. Adjacent to the foreman should be the proofroom, the cut center, the messengers, the machines, and the makeup. If there is need for continual travel between office and foreman, the problem is not that of layout but of proper preparation of job tickets and the complete assembly of all of the materials and information before the job enters the plant.

duction of the plant. The locating of the foreman's desk should be a part of the pattern of arranging the equipment so that the production plan may be successful. Most plants now follow the practice of having one man gather all of the cuts. rules, borders, text, and other items for each job so that when the foreman issues an assignment, he also gives the filing reference as to where the material the man is to work on is to be found. Thus the area around the foreman's desk becomes not only the point of issue of job instructions but of the materials of the job as well.

It is very important that the layout provide for several galley cabinets and perhaps a drawer section for this temporary storage of materials. There should be ample capacity for need to store material at some other point because of lack of storage space will definitely slow up procedure. Cabinets containing text storage should all be lettered so

frequent magazine changes. This idea is used in plants which have the problem of changing faces.

The slug machine dump could either be the tops of some galley cabinets placed end to end with a possible magazine rack in the row or a steel table idea used by the plants which move the galleys of type in galley trucks. The bank man should have a proof press for galley proofing that is light and easy to use and when the number of machines increase or there is need of a large number of proofs of each galley, the proof press should be electric. A saw for the bank man is

another must even though many of the machines may be equipped with a saw. Figure 5 shows a typical slug machine dump.

The layout of the slug machines should provide additional allowance in width for machines with auxiliary magazines, for easy travel to the dump without interfering with operators of other machines, magazine racks placed near the machines where the most of the changes will be made, a work bench for the servicing of the machines, a cabinet for parts, and a stand for the extra sets of matrix and for the matrix sorts. It was thought at one time that

inasmuch as the operator used a light over the keyboard at all times the machines could just as well be placed in a reasonably dark part of the floor. Present practice with fluorescent lighting is to maintain a light level of about thirty foot candles over the area and still retain the keyboard light. It is poor practice to position the machines along a row of windows so that sunshine will strike the operator in the eye and there is further objection to drafts from open windows, which are also an invitation for the dust and all of the accumulated dirt of the neighborhood to enter.

Public Printer Discusses Intertype's New Phototypesetting Machine

• Specific information about the mechanics and the performance of the new phototypesetting machine developed by the Intertype Corporation were revealed for the first time in a talk by the Honorable A. E. Giegengack, Public Printer of the United States, at a meeting on September 11 of the Connecticut Valley Club of Printing House Craftsmen which was held in Springfield, Massachusetts.

Last October, at his request, Mr. Giegengack said, Intertype installed "Fotosetter" Number One in a locked and guarded room at the Government Printing Office. The machine was set up under the direction of Herman R. Freund, chief engineer of Intertype, and the first job set on November 7, a circular headed "Price and Specification Clerks." Other samples and a National Park series, representing improvements in quality from experience gained, were set before the widely publicized catalog for the Books by Offset Lithography exhibition was composed photographically on the machine in April (THE INLAND PRINTER, June, 1947).

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Describes Fototypesetter

Pointing out that he could not yet tell the full story of the machine because it is still in the process of being perfected and certain parts are not yet patented, Mr. Giegengack gave the following description of the Fotosetter and the manner in which it operates:

"The right-hand side of the machine is essentially like standard hot metal slug-setting equipment. It has magazines and uses mats which look like the standard ones, but instead of the punched character on the edge for casting they have a transparent letter on the

flat side through which light is projected. So far the only type faces made up for the machine are the members of the Garamond family. From 8- and 12-point mats, all sizes of the type faces from 6- to 30-point are produced accurately by photographic reduction and enlargement.

"The machine is capable of any automatic leading and spacing between lines. The mats having only one character and the rail being eliminated, it has been necessary to enlarge the keyboard, which is otherwise standard. After the whole line is set in the normal fashion it passes to the camera side of the Fotosetter and each mat is photographed individually on film.

Select Suitable Jobs

"A right-reading print on paper can be obtained from the machine. Mats return to channels just about the way they do on hot metal machines. The film comes from the Fotosetter ready for development either in negative or positive form. I might add that the right-reading photoprint can be used as a reproduction proof for assembling with illustrations or other material. Corrections and makeup are done by stripping.

"Proofreading is done from blackon-white Ozalid prints in the galley form made from right-reading film positives as developed after delivery from the Fotosetter. Rather extensive experiments with the proofreading of white-on-black prints had to be made before the present method was determined to be the most efficient at this time. Our Division of Typography and Design has selected suitable jobs for the experimental work, makes a careful inspection of copy, and prepares exact dummies and layouts for the

stripping that is required for page makeup. Ozalid page proofs go to the ordering agency if required."

Discussing the quality of work done on the machine, as shown in samples he displayed at the meeting, Mr. Giegengack said that the letters images on the samples have a sharpness and clarity that is seldom attained by letterpress. In the experimental work all the films and printed matter were gone over with a glass to see whether the characters had been properly cut, and a number of improvements were made. Blow-ups of faces were made in order to be able to examine them for defects.

The Fotosetter produces kerning letters which eliminate objectionable space between certain characters, said Mr. Giegengack. Capital W's, V's, and T's are set in such a fashion that the following letter does not appear to be spaced off from it because of the shape of the characters. Another feature is automatic spacing between all letters of a line when desired.

Many Improvements Made

Since the machine was installed in the Government Printing Office last year, several improvements and alterations have been made and others are contemplated, said Mr. Giegengack. Surprisingly good results have been obtained to date, but the manufacturer still regards it important to conduct other tests in order that additional machines now under construction will embody every possible refinement.

All of the early operation of the machine was done by the Intertype plant men, but for the past several months an employe of the GPO has been assigned to operate it under instruction.





"It Out-Looks LOOK and Out-Lifes LIFE"

• Boosters of General Motors Corporation's half-million circulation house magazine "GM Folks" claim that it "out-Looks LOOK and out-Lifes LIFE." A review of this exceptional publication... every issue profuse with dozens of human interest photographs... will convince one that these extravagant claims are justified.

"Nothing tells the story like a picture" must be the guiding principle of the staff of "GM Folks" because every story of General Motors workers, plants, products, and services is told by interesting photographs. Not the stock pictures of posed models, but actual employes, in their real settings, at work or play.

Milton E. Mumblow, editor, outlines the magazine's objectives as: (1) To develop a better knowledge and appreciation of General Motors; (2) To promote a more cordial relationship throughout the General Motors family; and (3) To "humanize" the corporation by centering attention on employes.

How Objectives Are Achieved

"GM Folks" goes about achieving its objectives through regular features such as company progress, opportunities for youth (Fisher Craftsman Guild Competition), future plans for expansion, aid to war veterans, recognition of employes who are "in the news," safety, public relations, health, families of employes, ideas for improvement and time saving, employe recreation, et cetera.

"GM Folks" utilizes a technique which was found to be effective in war-time training of military technicians: (1) Make the copy bright and attractive to read; (2) Inject humor; and (3) Let the reader get the lesson from pictures. One example of this is a cartoon featuring "Safety Last Louie" . . . a droll little chap who does everything the hard and dangerous way. In a humorous manner "Louie" gets across safety rules and arouses interest in the company's safety program.

The distribution of the publication is handled by mailing one-third directly to employes' homes, and making the remainder available near the time clocks or the plant exits.

The staff of "GM Folks" comprises only an editor, writer, artist, and photographer who, together with contributors located in the various General Motors plants, are doing an exceptional job.

* * *

A press dispatch in the Chicago Sun discloses that U.S. industry is in the publishing business to the amount of \$50,000,000 annually. Six thousand industrial plants and commercial institutions are publishing well-edited and profusely-illustrated house magazines and newspapers having an aggregate circulation of 40,000,000 a month. This is big business, and alert letterpress printers, lithographers, and gravure printers all over the country are cashing in on it. Although the number of company publications rose from thirty in 1916 to 1,000 in 1941 and 6,000 in 1947, the field is far from fully cultivated.

Produced by skilled journalists, house magazines vary widely in format, size, pictorial treatment, and use of color.

Many executives regard house magazines as indispensable tools in the cementing of good worker-employer relations. Says one plant manager: "Our house magazine is our biggest morale booster, and it maintains contact between the shop and the front office."

In addition to the elaborate effort "GM Folks," General Motors publishes twenty-one other house magazines.

Another out-of-the-ordinary publication is the Texas Company's "Texaco Topics" which maintains a staff of 250 correspondents, and claims equal wordage with one "Saturday Evening Post" or two copies of "Time."

Considered by many the most beautiful company publication in America, Standard Oil Company of New Jersey's "The Lamp" is the oil industry's "National Geographie" with impressive landscapes and detail work by leading artists. It has a 250,000 circulation, and fills special requests from 50,000 teachers, congressmen, governors, universities, libraries, as well as from individuals.

Household Finance Magazine boasts a 750,000 circulation. E. I. duPont de Nemours publishes seventy-five different house magazines. General Electric, Sears Roebuck, and the Aluminum Company of America each have eleven.

Few companies would be justified in sponsoring a house magazine as glamorous and costly as "GM Folks" or some of the other more unusual publications, but these outstanding examples should serve as an inspiration to other house magazine staffs and their printers to make the most of the funds and facilities at their disposal.



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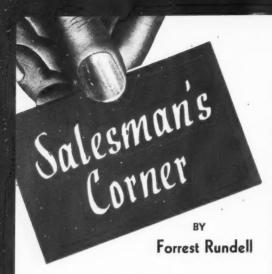
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• This article continues with last month's discussion of the use of printing as a help to salesmen in increasing their number of sales.

Two or three words of caution to start. The general printer needs the advertising not so much to make sales by itself as to help the salesmen sell. Such printed pieces aid the salesmen: By making calls between the personal calls made by the salesman. By getting through to the buyer's desk at times when he is too busy to grant an interview. By staying around longer than a salesman could. By bringing the authority of the printed word to the salesman's message. By reaching people in the prospect's office whom the salesman may not know.

It is as important that the printing campaign be continuous as it is that the salesman call continuously. They work hand in hand and if either stops it weakens the work of the other. A single big mailing followed by a silence of several months is usually a waste of money.

Represent Character of Shop

A mailing should always be well printed, free from errors in spelling, grammar, or punctuation. Typography and presswork should be up to the shop's best standard. If the plant is offering services as a creative printer every mailing should show creative ability. Lack of attention to small details can ruin a mailing. The printer who started a campaign with an article headed Cheap Printing Dosen't (sic) Pay received plenty of attention but it was not the kind he wanted.

Mailings should represent the character of the shop as truly as the salesman does. Syndicated material is dangerous for this reason. When a buyer can say before a printer's group, "Please don't send me any more of these folders with the horses, I've had four of them this month," it is evident that four different printers are certainly not making individual impressions.

Syndicated material is subject to another hazard. A New York paper house recently distributed an elaborate book of suggestions for printers to offer their customers. The writer thought one item in the kit interesting enough to include in this column. But when he called the paper house for permission to use the material he was told they did not own the copyright and therefore could not grant the permission. And to complete the wreck of the impression the mailing had created no one bothered to ask who was calling or offered to try to get permission to use the material.

Use your own stuff. Then if a customer wants a reprint for his own use you can oblige. It is good salesmanship to express pleasure when a customer shows an interest in some of your mailings.

Now for several ideas that have been found to work successfully:

Cards Make Impressions

Business Cards. Every salesman has them. How much of a selling job does yours do? Generally, when you make a good impression, the buyer keeps your card. Suppose he picks it up a couple of weeks later; how much will it tell him about you? Will it tell anything about the shop except that it does printing?

The firms turning out the highest grade of engraved letterheads and cards furnish their salesmen with cards that are works of art in themselves. One look at such a card is enough to convince the most skeptical buyer that the salesman represents a house capable of the best work. Does your card make so defi-

nite an impression?

For the use of the average good printer the writer ran across a trick a few years ago that made an impression on every buyer who saw it. It was in the form of a booklet card made in this way: While running the regular cards the shop also ran some on a double length of card stock. This was then folded to make a four-page cover the same size as the regular card. Using Warren's Thintext, basis 20, an eight-page text was then printed which carried a brief description of the various kinds of printing done by the shop.

The two were bound together and the salesmen carried a supply to be used wherever occasion warranted. It was the writer's observation that every buyer would stop and read the brief text the first time he saw the card. Later, when he came across the card, he could tell at a glance

what sort of printing the shop could handle best with its equipment.

Letterheads and quotation blanks can carry a sales message, too. The writer recently got several prices on a roster job which for various reasons he could not handle. When the quotations came in it was not necessary to look at the price to see which was the high man and which low. The quality of the letterhead told that, swiftly and surely.

Samples Should Be Fresh

The shop with the best reputation for quality work put its quotation on a letterhead that showed good presswork and excellent taste in its design. The middle quotation lacked that quality we know as "class" although it had the merit of appearing on an ingeniously arranged blank which showed the different kinds of printing done by the shop. The low man's letterhead was a complete washout. Three lines of type, each a different font, no idea of interesting typography. And a poor job of typing to boot.

Take another look at your own letterhead or quotation blank. Will it help you sell the job whose price it carries? Remember, it is in front of the buyer or "in conference" with him when the decision is made as to which printer gets the order.

Samples. Every salesman displays samples. His problem is: First, to get them; second, to keep them in shape to appear at their best. A few handlings will dog-ear them or rumple them until they lose the fresh snappy appearance samples should have. Furthermore there are almost never enough samples left over to go around. Nor do the salesmen always see the best work as it goes through the shop.

One successful printer beat these difficulties by systematically mailing what he called "the job of the month" to a carefully selected list of prospects. His method was to arrange for an over-run of the best job in his shop each month (with the permission of his client, of course) and make that piece his regular mailing. Thus each prospect got a fresh sample, he got the best sample in the house that month. and no one was overlooked.

Calendars. Effective if you print them yourself, to your own designs, and do an outstanding job. Syndicated calendars have the same lack of effect noted in other syndicated material. Last January there were a couple of girlie calendars around in all sizes and shapes (no pun intended). So many kinds of businesses used them that it was no

unusual thing to see three or four in one office. Needless to say, their reminder value was small.

However, if your shop does a good individual job and you deliver the calendar to the buyer himself and persuade him to use it you will get excellent value from it. A calendar mailed in is likely to become the property of the person who needs a calendar most.

Watch all your four-color process inks in calendar work. The calendar stays around for a year. If the red fades and the lovely girl in the picture turns green, the impression won't be good. The writer almost lost an order in that way several years ago. His customer hung the calendar about four feet from a north window. By the time September came around and he was ready to order a four-color process dis-



play, the picture on the calendar had such a bilious look he hesitated to trust the writer with the job. It took some tall selling backed by extensive research into the permanency of process inks to bring him around.

A printer who makes a success of mailing printing to prospects and customers is the thermographer so many of us in New York know well. He follows the line used successfully by many publishers and loads his mailings with all the material the postage will carry. He thermographs blotters with pat sayings, collects jokes and interesting items on the back of another blotter, puts in samples of the new type faces he has available, and in general makes his mailing an interesting grab-bag. And because he has no salesmen in the field he always includes a price list. As to his results, he says, "you

(Concluded on next page)

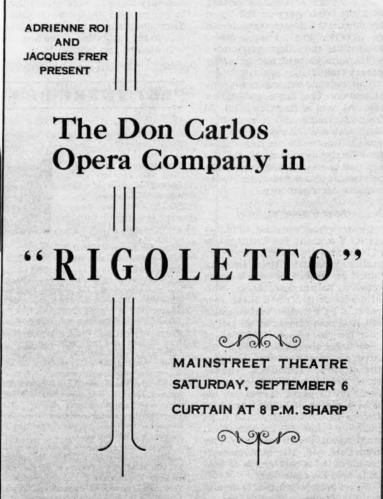
Here's Your Chance to Conduct an I-P

TYPOGRAPHIC

and perhaps win a \$20, \$15 or \$10 prize

* Yes, you can be the doctor! You take the original program cover (reproduced below) and reset it the way you think it should be done. Then tell us briefly what's wrong with our design and what's right with yours. Twenty dollars goes to the contestant who in the opinion of the judges submits the best design and most convincing copy, Second prize is \$15; third prize \$10.

Here is the original program cover copy:



HERE'S ALL YOU DO: Set the type to fit a 6- by 8½-inch page size program cover (the original, above, has been reduced for mechanical reasons). Use only type, rule, and type ornaments. Submit five proofs of your design in black ink on white stock for reproductive purposes. Accompany the stock for reproductive purposes. Accompany the proofs with a brief (100- to 200-word) statement

outlining your criticism of the original design and telling why you consider your reset cover an improvement. Mail your entry not later than December 1 to The Inland Printer, 309 West Jackson Boulevard, Chicago 6, Illinois.

That's all there is to it ... and here's hoping

that your entry wins a prize.

MAIL YOUR ENTRY NOT LATER THAN DECEMBER 1

ought to see the amount of work that we have in the house."

Probably the most effective sort of printing the general printer can use to help his salesmen is the house magazine. Its advantages are many. In construction it can be as simple as a blotter printed on one side or as complex as a four-color process job with a die-stamped cover. It can be put together with entirely original material or it can be made up by the old paste and shears method with borrowed cuts. It can be used to describe or to illustrate. It is always a sample of the printer's work and is so completely flexible that it can express the personality of a printer better than any other printing he uses to get business.

If a printer sells on personality with the latest story on the tip of his tongue, the house magazine can do likewise. Small printed pieces filled with the latest wise-cracks will always be read and generally passed around.

This suggests one important consideration. The house publication *must* be read or its value is nil. To insure its being read it must contain material interesting to the prospective reader. In this respective dits editorial requirements are the same as those of magazines, books, or newspapers for which the reader pays out his own money.

House Magazines Useful

To stray from the printing industry for a moment, the writer knows of one firm manufacturing heavy machinery used for street cleaning which for years has used a house organ as its principal contact with prospects. It is a small sheet, four pages, 6 by 9 inches, two columns. But it is read eagerly by all recipients for one reason. It is full of news items about executives in the street cleaning departments all over the country. Promotions, resignations, deaths, and other personal items fill its pages. Its readers use it as a means of keeping track of friends in the industry. And if its publisher slips in an occasional word about a new machine they read that, too. The manufacturer considers it his best source of contacts with his customers.

To get back to printers: a certain house magazine was edited by one of the salesmen. Reader interest was secured by making the publication largely informative. The salesman-editor would find out from his customers just what problems they would like to see discussed. Then he would write about those problems. As a result he found that he

was writing material that was of interest to all of his readers.

Of course, he included the short, short stories, poems, jokes, and the other interesting bits but the main feature was the informative article. Not only did he interest his regular readers but he also attracted the attention of the New York Public Library. This institution put the house magazine on its shelves as one of the few printer publications of general interest.

Bringing in the Orders

Another successful house publication was written in the form of a series of monographs, each on some phase of printing. All these monographs were exceedingly well done and they made a valuable addition to any reader's library on printing. They also made an important addition to the reputation of the printer who created and printed them.

While printed matter by itself seldom brings orders to the general printer an occasional subtle shot can be aimed at a difficult prospect with good results. The writer, while handling one house magazine, had one prospect who refused to believe the writer's pressroom could handle his work. Conspiring with his photoengraver, the writer borrowed a spectacular photograph full of detail and had a 200-line screen halftone made. This was printed on the front page of the house magazine. Page 2 announced very boldly: "We printed 1,377,500 dots to make the picture on the front cover." The reluctant prospect got his copy in Monday morning's mail. Monday noon he walked into the printing plant carrying a 150-line halftone and an order to print 1,000 copies.

You can have a lot of fun if you start mixing your ideas with the printing that you send out.

"LET THERE BE LIGHT" By John W. DeVine

FOR FOUR long years, Emil Baker, Corpus Christi, Texas, operated his shop in a small 12 by 12 feet frame shack with two tiny windows, filled most of the time with job printing. Every bit of work was done under large electric bulbs, which, because of the low ceiling in the room, produced far too much heat to be comfortable in that southern clime.

"Whenever I do get the money," Baker said time after time, "I'm going to build an office where I'll never have to have another electric bulb."

Today, Baker has that office, a 50-foot square building with eight windows, each 8 by 12 feet—and there is not an electric bulb in the room. And the room is so well lighted that snapshots may be taken on ordinary film with decent results.

However, Baker installed six fluorescent fixtures because "sometimes we work at night when the moon isn't shining." But the room has a high ceiling, and no one burns his forehead any more knocking it against a high-watt bulb.

Baker is a firm believer in starting small and building only when able to. He opened his first shop with a few cases of types and an 8 by 12 Chandler & Price. Rents were very high in downtown war-booming Corpus Christi, so Baker rented the aforementioned "shack." He worked long hours, from early morning until late at night. Eventually, he was able to hire a press-feeder and devote more time to obtaining printing.

While other printers were going after printing for war-born industry, Baker was specializing in short runs for small business men. He built solidly, giving service where the others had only excuses. He catered to



business men who found the other printers more interested in big orders and long runs.

Baker added an automatic and more types. In the closing year of the war he obtained a printer who had been discharged, Bill Martin, who was not afraid of long hours under low-hanging, heat-producing bulbs needed even in brightest daytime.

Learning of a lot offered for sale at a low price, Baker purchased it although it was nearly two miles from the "downtown area." He discussed his plans for an "electric-lightless" printing office with a contractor friend, and, as soon as materials were available, construction started. Recently, Baker moved into his new building, the envy of all Corpus Christi printing offices and printers.

"Any printer can do what I did," Baker says. "Keep away from high rents, keep cost of production at a minimum, work hard, and add to the equipment whenever able. I still watch my dimes," he laughs.

Baker this month added a linotype to his other equipment, gives employment to four people, and is now talking about other improvements, but he's prouder of his building where he doesn't need an electric light than of the equipment inside it. "I just had to have light," he says, "natural light. I was tired of working under electric bulbs."

Are Unreported Business Expenses Making You Pay Unnecessary Additional Taxes?

By HAROLD J. ASHE

● While the taxpayers continue to groan under their heavy burden of taxes with no relief in sight again this year of 1947, at least some taxpayers may help themselves while awaiting action of Congress. Relief, in many instances, may be had by the simple device of taking more

time in collecting all the information necessary for the preparation of the individual income tax return. I would not emphasize this save only for the fact that I have witnessed too many taxpayers who will take infinite pains in the earning of \$100 or so turn right around and approach the problem of making a tax return involving hundreds or thousands of dollars in taxes with casual indifference, at least until they see how much the tax adds up to.

It is the writer's firm conviction that if the average small business man would hang out a sign "closed to compute income tax" for a week, he would make more money than if he continued to do business during that period. Many a taxpayer too poor to give \$100 to worthy charities, nevertheless ponies up \$200 or \$300 or even more in overpayment of taxes because he "can't find time" to do a thorough job of making a tax return that truly reflects his financial circumstances. Yet, such oversights on the taxpayer's part may

represent as much net income as he may make by hard work and careful management over the period of a month's time.

With 1947 income taxes taking \$19 of every \$100 of taxable income, even in the lowest tax bracket, it simply means that of every \$100 in overlooked business expense, or personal deductions, to which the taxpayer is rightfully entitled by law, he is penalized at least \$19. Even a \$19 tax saving should warrant more than haphazard application

when the business man is making out an income tax return.

Moreover, and this escapes most taxpayers, the overlooked business expenses and personal deductions take the tax applicable to the highest bracket any of the taxable income is in. That is, if the taxpayer

Unreported Business Expense Means Additional Income Tax

• This table shows what every \$100.00 of unreported business expense costs the tax-payer in additional income taxes. It is based on the tax rates for 1947.

If taxpayer's income subject to tax is:

Additional income tax per \$100.00 unreported business expense

And increasing at the rate of \$2.85 for each additional higher bracket.

has an income of \$6,500 subject to tax, and he has neglected to report \$500 of expenses, which makes his taxable income \$6,500 instead of \$6,000, that additional income carries a tax rate of \$28.50 on the \$100. The oversight will cost him \$142.50. (See the accompanying table for our present tax rates.)

Assuming that most business men are now sufficiently versed in the purely mechanical problem of making income tax returns, it is not the purpose of this article to review

that aspect of the subject. Rather it is the intention to discuss certain finer points as they apply to small business, and indicate certain tax-saving methods which, if employed, may materially reduce the income tax paid on a given income, just as such tax-saving methods have

been employed for years by the taxpayers who are in the upper tax brackets.

Partly because of the labor and material shortages, most business men throughout the war deferred making needed repairs and improvements to their business properties. In normal times such expenditures would have been made as a matter of course, and their cost would have been reflected in income tax returns. Failure to make such necessary improvements and repairs, as required, has cost taxpayers much in increased income taxes, odd as that

Illustration: A taxpayer's business property is badly in need of painting. It should have been painted in 1946; it is still unpainted in 1947. His income subject to tax is \$2,500 in 1947, after all exemptions and personal deductions. His tax is \$484.50. If he had painted his property in 1947 at a cost of \$250, his income subject to tax would have been reduced by that amount, and so his tax would have been \$432.25, or a tax saving of \$52.25. Stated

another way, the net cost of the paint job would have been only \$197.75. In addition, no doubt, he sustained additional losses by reason of accelerated depreciation of his property due to neglect, as well as loss of trade because his establishment is becoming so rundown and dingy in appearance.

Another illustration: Other improvements, such as additions to buildings, new store fronts, and so forth, may not be written off in the year made, but must be written off

through their normal life as depreciation. Here, too, tax savings on a more modest annual scale may be made, but aggregating large total savings over the life of the improvements. If such improvements are justified, taxwise it is folly to continue postponing them.

Already tax rates have been materially reduced, and small reductions may be expected starting in 1948, so that the tax-saving value of needed improvements and maintenance is greater now than it will be in years to come. Moreover, most taxpayers are probably in higher tax brackets now than they are likely to be four or five years hence.

Reverting to painting to illustrate: This job, which effects a tax saving of \$52.25 in 1947 (on taxable income in the lowest tax bracket). would have resulted in a \$62.50 tax saving if it had been done in 1945 before tax structures were scaled down. In future years, if tax rates drop further, even less will be saved in taxes by such a paint job. Moreover, even if tax rates are not changed, if the taxpayer has the work done now while he is in, say, the \$8,000 bracket, such a \$250 paint job will save \$71.25. If he defers it until, say, 1949 when he will be in the \$4,000 tax bracket, he will save only \$52.25 in taxes, even if tax rates are not scaled down.

New equipment and fixtures and delivery trucks with a shorter useful life than building improvements will result in relatively greater yearly tax savings. This aside from greater profits resulting from such installation of equipment.

Take Complete Inventory

As depreciation represents a very substantial part of the cost of doing business, and as many taxpayers fail to take any depreciation or forget depreciation on certain items. taxpayers should deliberately take time to prepare an inventory of every last item that is subject to depreciation, regardless of its character or relative value. Numerous small items will aggregate in value as much as one major item. Such inventory should show the date acquired, its value at time of acquisition, rate of depreciation, amount of annual depreciation. In addition to providing that all rightful depreciation will be reflected in the income tax return, such an inventory will prove invaluable in the event of a fire involving an insurance adjustment. A duplicate copy of the inventory should be kept off the business premises, so that if a fire occurs a copy is available.

While individual income tax returns provide for a separation of business expenses and personal deductions, the latter may have as profound an effect in determining the tax finally computed as the former. Both business expenses and personal deductions determine the owner's take-home compensation.

Select Proper Tax Form

Thus, the question of whether to use the short form, which allows a standard credit for personal deductions, or to use the long form and report the deductions, should not be dismissed without careful thought. The wrong decision costs many taxpayers dearly every year. If in doubt, the taxpayer should figure his return both ways and compare results, using the one effecting the greatest tax saving.

Even if it appears that there will be no difference in income tax by use of either form, the taxpayer may still save considerable by using the long form, provided he anticipates the situation before year-end. Circumstances frequently arise in which the taxpayer, owing personal bills which are of a tax-deductible character if paid, may be presented with a choice of paying such bills before December 31, or of deferring payment until the new year. This, of course, calls for a snap accounting prior to year-end, but it may pay off handsomely.

What is here said of the long form versus the short form is equally applicable where the taxpayer, because his income is in excess of \$5,000, must use the long form. In that case he has a choice of reporting his personal deductions or of taking the standard deduction.

Illustration: A taxpayer owes a medical bill of \$500 which he plans to honor in 1948. He has already paid medical bills during the year to the amount of five per cent of his income (the first five per cent not being deductible) so that if the \$500 bill is paid it will be fully deductible. Further checking shows that if this bill is not paid in 1947, his tax will be approximately the same either by the long or short form. However, by paying this \$500 before the year ends, personal deductions then exceed by \$500 the standard 10 per cent allowed in the short form. Even in the lowest tax bracket, payment of this bill before year-end will effect a \$95 income tax saving. The same rule applies to other items of a deductible nature which the taxpayer may elect to pay by year-end, rather than deferring them.

Conversely, where payment of such items may not result in any savings, the taxpayer may elect to defer payment of the bills and use the short form with its standard allowance for personal deductions. If he anticipates heavy personal deductions in the following year, such bills, if payment is postponed until that year, may result in considerable tax savings in that year.

Other deductions of a personal character frequently overlooked include losses from accident, storm, hurricane, fire and flood, to personal property, usually forgotten by the time the income tax return is prepared. Here again, it will pay the taxpayer to take time out from his other business duties, and review the year's personal events with the idea of recapturing forgotten facts of a tax-saving character. Was his wife's fur coat stolen last February? Did a storm rip off the garage roof? Did a flood ruin personal property stored in the cellar?

Such deductions, of course, may be taken only to the extent not covered by insurance. Losses sustained by theft of either cash or property are deductible, if not recovered through insurance. Also, such losses enumerated above are frequently ignored when computing business schedules in the tax return, due to such items rarely being recorded.

Many Items Overlooked

Above all else, no hard and fast rules may be made that apply to all taxpayers in all circumstances. Presented certain alternatives and choices, what a given taxpayer should do is as individual as his income tax return. It has been the purpose of this article to point out that taxpayers, by becoming income tax conscious as a year-around state of mind, will be able to meet certain situations and make certain decisions with tax-saving considerations in mind and who may, therefore, without violating the tax code, make material tax savings for themselves not only this year, but every year hereafter.

Herewith is a check list of certain items frequently overlooked:

The membership fees in business associations, including Chamber of Commerce;

Expenses, including travel, hotel and meals, of attendance at trade conventions;

Subscriptions to business and trade magazines;

Cost of smocks or jackets (but not regular clothes used for work) if not adapted to ordinary wear; also laundering same.



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--- So You're Going

HERE ARE HELPFUL SUGGESTIONS AND IDEAS FOR MAKING YOUR BOOK A PRACTICAL, USEFUL TOOL FOR YOUR CUSTOMERS By Glenn J. Church

● When the first real "breathing spell" comes along, many printers are going to give serious thought to getting out a new type specimen book. With the war effort and the tremendous volume of business on hand in postwar days, few printers have issued a catalog of their typographical facilities in the past six or more years (as the tattered and dog-eared copies in the hands of many customers will testify).

The need for a type specimen book is evident. The simple listing of type styles and sizes available in a plant performs the basic function of a type book. However, it can be and should be a great deal more than that . . . to the advantage of both the customer and the printer.

On the one hand, a complete, comprehensive book can be an invaluable tool for the printer's customer who has to do with typographic layout, type specification, and the ordering. And on the other hand, a thoughtfully planned and well executed type specimen book can be a splendid advertising piece and goodwill builder for the printer.

"Thoughtfully planned" means the inclusion of features which will make use of the book simple, quick, and convenient. The possibilities are almost unlimited, but, of course, the average printer must keep within practical and economical bounds.

Type specimen book features fall into two classifications: In one are all those features which every type book should have; in the other are desirable but not essential items.

In the first group is the highly important requirement that the book lie flat when opened to any page. A type book is a reference manual, not a book of fiction. As such it is not usually held in the hands, but is laid on the drafting

table or desk top while the user's hands are occupied in executing some manual task. The desirability of the book's staying open at the required page, with the entire page in full view, is obvious. To accomplish this, several styles of binding are

To protect the inside pages from becoming torn or dog-eared, and to maintain a good appearance under continual usage, the covers should be sufficiently heavy and durable.

The firm name, telephone number, and street address should be

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0	TYPEFACE	6	8	10	12	14	18	24	30	36	42
00	Artcraft				•		•	•	•	•	No.
	Arteraft Italic				•	o	•	•	•	•	
	Bodoni Book	•	•	•	•	•	•	•	•	•.	
	Bodoni Regular	•	•	•	•	•	•	•	•	•	
	Caslon Old Style		•	•	•	•	•	•	•	•	•
	Caslon O.S. Italic	•	•	•	•	•	•	•	•	•	
	Deepdene		•	•	•			W.			
	Electra		•	•	•						
	Garamond Old Style		•	•	•	•	•	•	•	•	•

A general alphabetical index should list every type face included in the type specimen book, together with an indication of the point sizes available in each type style. Shown above is an excellent way to handle this problem; at a glance available type sizes are easily and quickly ascertained

available: Plastic binding, various types of metallic bindings, and the loose-leaf prong or ring binders. In most instances, while more expensive, the ideal solution to the problem is the loose-leaf binder which enables a user to easily and quickly remove pages or make additions to the book.

The page size should be large enough to make a reasonably comprehensive showing, yet not so large as to be unwieldy. From 6 by 9 up to 9 by 12 inches are good sizes.

in a convenient location for quick, easy reference. The back cover, as well as the front cover, is a good location for this information.

The general alphabetical index should list every type face included in the catalog, together with the point sizes available in each style. (For an excellent handling of this page.) Page numbers throughout the book should be large enough to be found and read easily and quickly. An ideal location for the folio is

ig to Get Out a Type Book?

in the outside margin, approximately half way up the page.

Depending on the variety of typographical facilities offered, the book should be divided into sections on foundry, Monotype, Ludlow, Linotype and/or Intertype type. Individual pages should be headed with the name of the type style appearing on that page.

As to the actual showing of type faces, each size in each style should be demonstrated with at least one line of capitals and one line of lower case letters. Underneath the showing of each size should be printed the point size. (In body sizes, where groups contain several lines of type, also indicate what leading has been used between lines)

Show Complete Characters

Of extreme importance is the showing of the complete characters in the font of every different style of type included in the book. Some faces, notably scripts, have a few peculiarly shaped or proportioned letters with which the customer should be familiar before specifying type. Whether or not a particular type style includes quotes, parentheses, hanging or lining figures, ligatures, terminal letters, et cetera, is very important information that should be made available to the type book user.

42

Several Lines of Body Type

Showings of type in body sizes, from 6-point up to at least 12-point, should be in groups of at least five lines in order to demonstrate the effect of the type in a mass.

In the showings of display-size types, it is advisable to include the complete alphabet in both capital and lower case letters. Considerable variation in the widths of various letters makes any "character count" system impractical; for accurate type fitting, the actual letters to appear in a display line should be measured with a pair of dividers. (See the illustration on this page.)

If you reserve your foundry type for electrotyping or the pulling of reproduction proofs, be sure to stipulate this restriction to avoid any misunderstanding.

Some good method of copy-fitting should be included in every type specimen book. There are many systems, but probably none more simple or practical than the one illustrated on this page. After the column width in picas has been determined, the next step is to find the number of characters (counting spaces between words as one characters)

Glancing down at the chart on the bottom of the type book page, the number of characters which can be accommodated in each line is

The quick brown fox jumps over the lazy dog. The plants over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Copyfitting by the line method:After the type column width has been selected, simply measure the number of characters (in the type style and size to be used) which will go in that column width. (Line across bottom aids in task.) Drawing a vertical line on typewritten manuscript to include number of characters in type line makes it easy to determine how many type lines copy will make



Seldom will any "character count" system be adaptable or practical in accurately fitting display size type. Measuring (with a pair of dividers) the width of the actual letters to be used is the certain method. For this reason, it is very desirable to include in a type specimen book a showing of all the letters of the alphabet, in display-size type, in both the capital and the lower case letters

acter) in the particular type style and size to be employed which will go in the column width originally decided on. As is evident from the illustration, all that is necessary is to measure the type specimen line with a pica rule, noting the amount of copy falling within the number of picas corresponding to the column width.

immediately ascertained. Then by drawing on the typewritten manuscript a vertical line to include that number of characters, it is a simple matter to determine the number of lines the copy will make when set in type. This "number of lines" method of copy-fitting is superior to the system which makes use of a complete page character count, since an

accumulation of numerous runovers and short lines might result in an erroneous estimate of the type space required.

In addition to the foregoing essential type book features, there are many other possibilities for increasing the usefulness of the book and its effectiveness as an advertisement and goodwill-builder. How far the printer goes along these lines will depend on how much time, effort, and money he wishes to invest.

As previously mentioned, a loose-leaf type catalog is highly desirable. Many layout men prefer to remove single pages from type books for ease in tracing from and manipulating. The loose-leaf arrangement also facilitates the addition of pages as the printer adds new type faces to his facilities.

Cross indexing is of real help to the type book user. Types may be classified as to styles, such as old style roman, the modern roman, gothic, script, et cetera. Classification may also be made as to weight. Still another separation into groups could identify type as being foundry, Linotype, Intertype, Monotype, or Ludlow.

Index tabs might be used to locate sections such as Monotype, Ludlow, et cetera. Or, a more elaborate usage could employ tabs for each individual type face.

One-Line Showing Helpful

For quick, convenient selection of a type style, nothing is more helpful than a one-line showing of all faces included in the book. This section would appear in the front of the book, immediately following the index.

A demonstration of how masses of body type appear when set solid, one-point leaded, and two-point leaded will find favor with type book users. Likewise, a comparison of body types printed on uncoated paper with the same types printed on a highly finished stock will be interesting and helpful.

Suggested combinations of body and display types is another feature that will be appreciated.

The various letters of the alphabet in display-size types, particularly in the sans-serif gothics, vary greatly in width. Seldom will any "character count" method be adapt able or practical in accurate type fitting. As illustrated in this article, the only way to be certain of good

results is to actually measure (with a pair of dividers) the letters to be used in a display line. For this reason, showing *all* the letters in the alphabet is advisable.

An explanation of proofreader's marks would be an appropriate part of a comprehensive type book.

Also suitable would be useful information on these subjects: What the point system is; what an em and an en are. How to prepare copy and mark type specifications for the composing room. (Your composing

should be covered in the type book. To this could be added a brief but helpful explanation of the advantages as well as the limitations of machine line-composition, Monotype composition, and Ludlow composition (covering only the facilities which the printer has in his plant, of course). Include such information as the possibility of setting Linotype or Intertype composition on a slug that is larger than body of the type thus eliminating leading by hand. Also the fact that Mono-

For quick, convenient selection of a type style, nothing is more helpful to the user of a type specimen book than a one-line showing of all faces included in the book. Page numbers are also in the type listed. This section would appear in the front of the book, immediately following the index

room foreman can probably think of several excellent suggestions which will save many headaches and much time in his department.) If you are a lithographer, notes on the preparation of copy for offset reproduction would be fitting. A glossary of printing terms relating to typography would be helpful, as would an outline of trade customs in connection with type composition and the pulling of reproduction proofs. If the printer offers a typographic layout and markup service, this point

type can be letterspaced after composition. Explain how Monotype "set" system permits condensed or expanded composition.

And lastly, but of vital importance to the printer, include some promotion for the firm in the form of a few page-advertisements, perhaps a spread, or even some inserts in color. Don't overdo it, because the book is primarily a type specimen book, but don't pass up this splendid opportunity to do a real "selling" job for yourself.

Is It a Waste Basket or the Wall For the Calendars You Distribute?

By JOSEPH A. RAY

• Why do some calendars grace a conspicuous place on the office wall while others are thrown away and immediately forgotten?

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Producers of calendars have spent a great deal of time and money to locate the answer to this puzzler. Their research, carried on through the years, has given them a wealth of information about the public's likes and dislikes in the calendars accepted or rejected.

Calendar men can perceive a shift in public preferences almost before the man on the street is aware that his taste is changing. After all, when as much as \$10,000 may be spent in production, the producer can't afford to be wrong too often.

These experts can tell whether John Q. Public is tiring of curvacious blondes and wants to rest his eyes with a view of children playing in the sun. They have learned by experience that different types of business firms require different types of calendars. The bank executive is likely to specify a child study or some historical scene. An insurance executive or the lumber and fuel dealer will probably ask for a scene from the great outdoors.

The Athenians and good old Julius Caesar, early calendar authorities, would be astounded if they could behold some of the elaborate works of art which today help us to keep track of the time. The modern

calendar is a far cry even from that which adorned the homes and office walls of forty years ago.

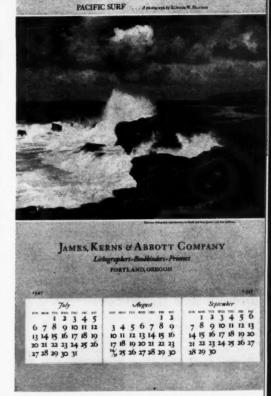
Present-day lithography has made possible productions not even contemplated a few years back. The fan-type calendar, long a reigning favorite, has now become a museum piece, with the large wall calendar taking its place in public favor. Besides engaging in extensive research into why some calendar jobs are preferred before others, many producers have impressive responses to boast about. "Thank you" letters following the mailing of attractive calendars are proof positive of the effectiveness of this time-tested advertising medium.

Before World War I, more than 50 per cent of the calendars used in North America were imported from Europe. Today the story is greatly changed. Since 1914 only a very small percentage of calendars has a European origin. The majority of calendars are lithographed today, and many are being supplied in bulk to local printers for imprinting by letterpress.

Many experts claim that there is still a vast, untouched field of calendar purchasers, and that only a small proportion of those who could use the calendars are buying them. Some critics claim that the distribution of calendars is not all that it should be; that the mailing times could be improved. Most are mailed out the latter part of December, so that the usual business house receives more than it could ever hang up. The late-comers, unless they are of outstanding artistic merit, sometimes find their final resting place in the wastepaper basket.

It has been suggested that some few might profit by sending out a late summer or early autumn mailing. Since many organizations plan their various events far into the future, a calendar sent out well in advance of the usual tide could be used to good advantage. Some calendars are regularly issued at a less conventional time than the first of the year, such as the beautiful Hortace T. McFarland calendar which is sent out in the late spring and carries over until the following spring.

Of course, the calendar producers probably feel that the customary January 1 calendar would be mis-



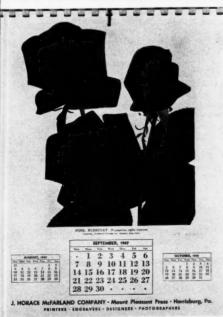
A duotone lithograph reproduction in black and blue-green beaut fully illustrates the appeal of the summer months on calend issued by James, Kerns & Abbott Company, of Portland, Orego

placed if sent out earlier, and busy offices would probably file and also forget the masterpiece. In this connection it might be mentioned, too, that there is an old superstition that to hang up a new calendar before January 1 brings the worst of bad luck. Whether that would determodern executives from hanging up a future calendar is a matter for conjecture.

It is claimed, too, that the localization of calendars might make them more useful. Since most of the colored calendars are syndicated productions sold throughout the country, with the local buyer's imprint on them later, they fail to mark those holidays and the other events observed in some states and not in others. A business firm producing a strictly local calendar, expending the money that it would otherwise devote to an ornate syndicated production, would be more certain of the reception of its product. This applies even though it were printed in one color. It could also be copyrighted to eliminate possible competition from those who display a preference to follow rather than to lead.

This calendar or almanac could, for instance, contain such valuable local information as the dates of state, county, and municipal events of importance, the dates and places

oses are reproduced in their natural deep red on this leaf om the beautiful calendar of the horticulturist printer, Horace McFarland, a calendar eagerly awaited each spring



of exhibitions and county fairs, and the many similar events that are relatively close at hand.

The opening and closing dates for different types of fishing and hunting seasons could be indicated. Those religious events with regional application, and the days during the week when the local fraternal, social, and religious organizations usually hold their meetings, would be welcome reminders. The time to plant garden and agricultural seeds in the spring and bulbs in the autumn could be of real help to gardeners. The opening and closing dates of baseball, football, and basketball seasons, in relation to the fixtures of the local teams, would appeal to sport lovers. Local school holidays and historic anniversaries in the neighborhood could also be of interest and help.

The list given above is capable of almost indefinite expansion. In a calendar there would be space only for the highlights, but the almanac, if decided on in preference to the calendar, would enable the job to be done more completely.

Either undertaking would involve a thorough local research job, and the most qualified person to tackle it would be a local newspaperman or the librarian, on a moderate fee basis. After the first year, there would remain only the less expensive chore of checking over the data for corrections and additions.

For a year at least, such a localized calendar or an almanac would have no competitor in the field—and even then the copyrighted material could not be lifted without materially changing the presentation and the wording. By that time the first producer would be identified as the pioneer, with any others appearing as obvious copy-cats to the public at large.

Selling Begins at Forty

It is interesting to note that in 1939 eight per cent of the salesmen were in the age group of 20 to 29; forty-one per cent were in the group of 30 to 39; forty-five per cent were in the group of 40 to 49; and six per cent were in the age group of 50 and over. Today these percentages read as follows: In the age group of 20 to 29, one per cent; in the age group of 30 to 39, thirty-one per cent; in the age group of 40 to 49, fifty-seven per cent; in the age group of 50 and over, 11 per cent.

Thus the average salesman is older today than in 1939; he's about 45 years of age instead of 40.—Modern Industry.

Preventing Metal Impoverishment

By JOSEPH F. SORACE

IMPERFECT slugs are due largely to the use of inferior metal. Proper treatment of the metal is vital to success in the operation of the line-composing and line-casting machine, or even type-casting equipment.

The first and most important matter is to keep the temperature of the metal within the proper limits. Very high temperature results in porous and spongy slugs, in defective faces, in the deterioration of the metal, and in the sticking of the slugs in the mold. A temperature which is too low results in imperfect faces and in the fouling of the mouthpiece and mold, so that the machine will not lock up properly.

The machinist should be vigilant in conserving the constituent qualities of metal. He should test the temperature of the metal and adjust the machine gas governor and the gas flame under the pot to maintain the temperature at from 525 to 550 degrees Fahrenheit. The same is true of an electric unit. The pressure of the gas in the supply pipes should be as low as possible, consistent with the production of a good flame. Adjust the cock of the burner so as to produce a steady blue flame. Do not permit the gas to blow through the burner and produce a vellow flame as this deposits lampblack on the burner plate.

Having adjusted the gas flame and pressure, test the temperature of the metal by a thermometer or otherwise by quickly inserting a piece of paper in metal to judge temperature. Then regulate the gas governor on the machine until the proper temperature is reached in the pot. By practicing a routine checkup as follows, a better slug can be produced, and loss of tin and antimony through oxidation can be minimized:

- Keep the metal clean and free from foreign substances.
- (2) Avoid, particularly, the introduction of zinc, brass, foundry type, or stereotype plates.
- (3) Keep the metal in the pot at nearly a uniform level. Do not permit it to run too low or too high.
- (4) Do not introduce a large quantity of cold metal at a time. Automatic feeding is preferable.
- (5) If the slugs are porous, it indicates excessive heat, dirty well and plunger, or drossy throat.
- (6) Keep vents clean and open.

It has been found that a uniform gas pressure burner underneath the melting pot will consume approximately 13 cubic feet of gas an hour.

The advantages of an electric pot are absolute accuracy of temperature control, no soot, smoke, dirt, oxide, or other products of combustion, conservation of metal by preventing overheating, better quality of slugs, increased production, and many other advantages peculiar to the electrical principle of heating.

The operating cost of the electric pot depends upon the rate charged for current. The average consumption of current is 0.6 kilowatt an hour. Electricity at 3 or 4 cents per kilowatt, places the electric pot on an even basis of operating cost with gas at \$1.00 for a thousand cubic feet. Electricity possesses so many natural advantages over gas as the fuel for the line-composing and line-casting machine pots that the actual operating cost is a minor item of consideration.

The life of good metal depends upon the care it receives. Under no circumstances should slugs be fed direct to the machines. They should be melted and cleaned in a remelting furnace, in as large quantities as possible. The temperature for remelting should be about fifty degrees in excess of mean working temperature.

When the whole mass has become molten, it should be stirred thoroughly for fifteen or twenty minutes. The dross and dirt will then appear on the top in the form of a black powder. This should be skimmed off carefully, leaving the surface of the metal clean and bright. The metal should then be poured as quickly as possible, always ladling from the bottom of the pot. Never use rosin in the metal pot for the purpose of causing the dross and dirt to rise to the top. Rosin will invariably cause slugs to stick in the mold when ejecting. Mutton tallow, when sparingly used, gives good results. Commercial fluxes from reputable makers are also dependable.

Composition metal is obviously a mechanical as well as a chemical mixture. On account of the difference in the specific gravity of the ingredients entering into it, it is most important that the entire mixture be kept in constant agitation while under heat. Otherwise, the heavier parts will settle to the bottom of the pot, thus forming an imperfect mixture.

Whenever possible, new metal should be mixed in the furnace or alternated in machine pots proportionately with the old stock. This will help to standardize the entire mixture and keep it uniform.

After the metal has been used for a long time, and remelted many times, it becomes brittle and unsuitable for use. Purification may best be effected by treating the metal with reliable flux materials for a better product.

Vigilance and diligence are amply rewarded by conserving materials, adding longevity to equipment, and producing a better "mousetrap."



Herbert W. Suter, Jr., became general sales manager this summer of Champion Paper and Fibre Company, Hamilton, Ohio



Honored by Utica Club of Printing House Craftsmen for half-century each of service to printing, from left, seated: John Crossley, Eugene Canfield, William Childs, Charles Griffiths, Melvin Dodge. Standing, Eugene Fay, Howard Coggeshall, Theodore Walters, Thomas Peters



Above: Roy H. Sandvik has been appointed as manager of the New York office of Van-dercook & Sons, Chicago proof press manufacturer. He is being assisted by Gustav Zeese, on left, who is the Vandercook representative in that area





Malcolm O. Brewer has been named eastern district manager of Printing Machinery Division of the Electric Boat Company



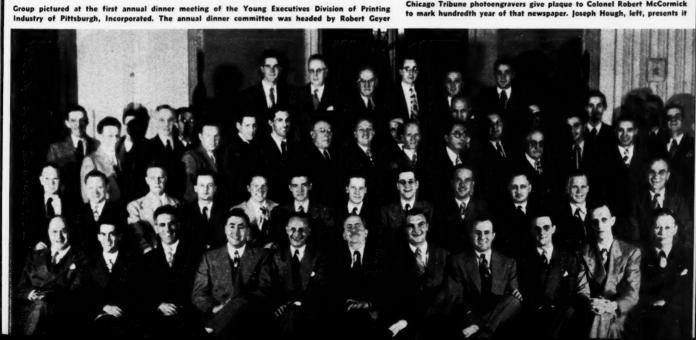
Thomas M. Dolan, head of firm appointed national distributor of products for printers made by the Dayton Rubber Company



W. D. Molitor, director of sales at Edward Stern & Company, Philadelphia, is author of new book about printing techniques



Chicago Tribune photoengravers give plaque to Colonel Robert McCormick to mark hundredth year of that newspaper. Joseph Hough, left, presents it



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THE WAY STORM

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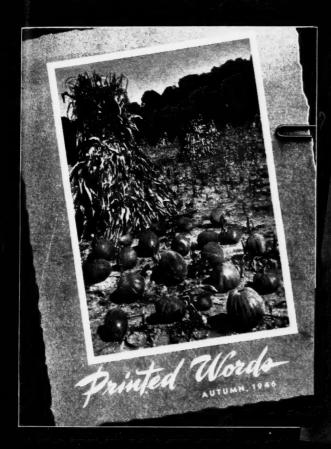
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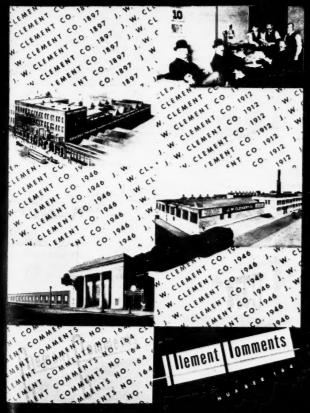
December with the merriest of all to days... the mad scramble for it and finally the big day with the feat all about you... and then you he all over again for the New Year... this, our annual Christmas number, have gone back to our old favor Baskerville, in its 10 point sice, leslel points... the headings are 18 his Goudy Text... this, as all insus to ing the year, has been written, come and printed right here under one me

les of Leading American Printers





the Depictor



IMPRESSIONS: Handsome house magazine of McCormick-Armstrong, Wichita, Kansas. This front and back cover spread is a high-altitude (35,000 feet) color photo made by Dwight Krehbiel, of McCormick-Armstrong studios. Magazine is large one

REFLECTIONS: Small but effective publication of the E. F. Schmidt Company, Milwaukee. Last year's covers featured the great resources of America. This year's original designs are on sports, as covers reproduced. Lead article is on cover subject

THE YORK TRADE COMPOSITOR: Small colorful magazine of York Composition Company, York, Pennsylvania. Cover design on this Christmas issue was on separate band, stapled in center, folded back over the actual cover. The colophon is shown

PRINTED WORDS: Printed by the Von Hoffmann Press, St. Louis, this magazine exemplifies fine printing done there. An effective use is made of color—by offset in this issue. It's published "for those with whom we would like to visit offener."

THE DEPICTOR: This Christmas issue of Edward Stern and Company's external house magazine also commemorates the 75th anniversary of the company and of the Metropolitan Museum of Art. Priceless treasures of the museum are reproduced

CLEMENT COMMENTS: Printed by and for the J. W. Clement Company, Buffalo. Its articles are practical and helpful to business men to whom it goes; format bespeaks quality of work at Clement. Printers' magazines shown exemplify what they soll

nerriest of all less cramble for it as with the famind then you for the format number, so our old famin sice, leaded ings are 18 pies, as all issue to n written, com

TYPOGRAPHIC CLINIC UP BY GLENN J. CHURCH ANNUAL REPORT 1945-1946



KINGSTON UPON HULL MUNICIPAL TECHNICAL COLLEGE, PARK STREET

ANNUAL REPORT

Session 1945-46



Kingston Upon Hull Municipal Jechnical College PARK STREET

. Usually the reader's eye talls first on that portion of the page known as the "center of greatest attention"-located just above actual center. In the original title page (above) the eye fails on a sea of white space broken only by a vertical rule which leads the eye to the bottom of the design. Thus the purpose of the page has been defeated. In the reset design, full advantage has been taken of the "center of greatest attention" by locating the major typographical display right on the spot. The eye sees first the words "Annual Report"; next the modifying copy directly beneath. Then the pointed emblem unmistakably directs the reader's attention to the name of the cellege and its location. An interesting, significant, decorative touch is added by repeating the contour of the embiem in the shape of the border enclosing the main type display.

THE PROOFR GO M

Author of textbook: Proofreading and Copy-Preparation

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Proofreading and copy-preparation questions will be answered by mail if accompanied by a stamped enve to pe. Replies will be kept confidential if you so desire

EVENING IN EVENING

Frequently, I see the expression "Friday evening, 8 P.M." Is usage making this redundancy correct? To me it looks inexcusably wrong.

Gradually but steadily our language is becoming cluttered up with words, phrases, and expressions that are inexcusably wrong. Our only remedy is to expose them determinedly and unceasingly.

A.M. is identical with morning, and P.M. is the same as evening. A.M. is the Latin ante meridiem, meaning before midday. P.M. stands for post meridiem, or after midday.

When one writes "Friday evening, 8 p.m.," one is actually saying "Friday evening, 8 o'clock in the evening," which is an absurdity.

ROMAN WITH ITALIC

The practice of using roman figures with italic letters seems to be quite common. Will you comment briefly on this subject?

Printers who observe the niceties of typography will not mix italic letters with roman figures. Constant protest against this growing typographic evil is one's only recourse.

PARENTHESES WITHIN PARENTHESES

Is it correct to use parens within parens? Note the following illustration: (Relating to Southern and Western Areas (chap. 5:6-8), June, 1940.)

No. Within parens, the brackets should be used, and within brackets, use the parens.

READING PROOF IN A JOB SHOP

I read proof in a commercial shop and am 'at sea' as to the status of my responsibility. How far am I supposed to go in doing my job conscientiously? Sometimes the attitude of the foreman makes me feel that I am 'poaching on his preserves.' Please let me know what are the general duties of a proofreader in a job shop.

The proofreader in a commercial shop is usually considered the foreman's or superintendent's "right arm," and his duties by far transcend the general chores of a book proofreader.

In the first place the job-ticket should be the reader's "bible," and he should become familiar with the instructions written on every ticket. Some jobs are to be printed four-up instead of two-up. Others are to be printed in two colors, with instructions that certain pages, after the printing of, say, several thousand copies, are to have some changes made in the copy.

The foreman of a job shop is compelled to carry thousands of details in his head. He is constantly interrupted by phone messages, calls for conferences in the front office, and constant requests for information from the men in the shop. Therefore it is inconceivable that he would not highly appreciate the efforts of the proofreader to relieve him of many of the details which continually harass him. There are innumerable instances where the reader in a job shop was advanced to assistant foreman and eventually became foreman, then superintendent of the plant.

Hence, I would say that there is no limit to the general duties of a proofreader in any job shop. Of course, in dealing with the "higher ups," one has to exercise the qualities of tact and common sense. He should also learn not to be too sensitive, and be reconciled to have his suggestions turned down occasionally. That happens to everyone.

It is the proofreader's job to indicate to the foreman what he thinks is incorrect. If the foreman disagrees with him, the reader should take it gracefully and without resentment. Reading proof in a job shop has its bad moments, but as a whole it is interesting, responsible work, which surprisingly often will lead to promotion.

ROMAN COLONS WITH ITALICS

What do you think of the practice of using roman colons after italic words? In the shop where I work it is done constantly.

Good typography requires that the marks of punctuation should be of the same font as the letters. However, hundreds of shops use the roman punctuation marks and seem to "get away with it" successfully. More is the pity.

DEGREES OF COMPARISON

Will you please give the various degrees of comparison? I find these grammatical terms confusing and desire to have them clarified.

The degree (positive, comparative, or superlative) of an adjective or an adverb is shown by the form of the word. Regularly, the comparative is formed by adding -er to the positive, the superlative by adding -est to the positive: sad, sadder, saddest; early, earlier, earliest. Many adjectives (those of more than two syllables) and most adverbs prefix more and most to the positive: plentiful, more plentiful, most plentiful; and softly, more softly, most softly. Some words of both kinds are irregular in the forms to show degree: good, better, best.

505

Do you believe that I would be justified in deleting the periods in S. O. S. when it means a signal of distress?

Periods are never used in the international signal of distress S O S. This code signal (...--...) is not an abbreviation, and always should be separated by spaces: S O S.

WHY IS A DELE A DELE?

I use the word "dele" all the time; but—why is it so called?

To dele anything (printerese) is to delete it, and the mark ordering the change is a form of the Greek letter delta, d.

ADAPTED OR ADOPTED?

What is the distinction between adapted and adopted? Will you please illustrate these two words?

Adapted is the past participle of the transitive verb adapt. Its meaning is to make suitable, to alter or adjust so as to fit one or something for a new use or environment. Adapt is often followed by the prepositions to, for, or from, as:

He adapted himself to the unfavorable circumstances.

The motion picture was adapted from a recent novel.

Her experience adapted her for her future career.

Adopted (transitive or intransitive) is the past participle of adopt.

It has several meanings, but the principal one means to take by choice into a relationship, as to take a child of other parentage and raise it legally as one's own. Adopt also means to approve the views or policies of another. Examples:

They adopted the child when he was six years old.

The resolutions he proposed were adopted unanimously.

A QUESTION OF COPYHOLDING

What is the general practice when a proofreader works with a copyholder? Is it all right for him to read to the copyholder, or is it better, in the interest of accuracy, for the copyholder to read to the proofreader?

An entire article could be written as an answer to the above question. In general, it is always safer for the copyholder to read to the proofreader. In certain kinds of work, such as indentures, records of mortgages, bond certificates, and statistical matter, it would be foolhardy for the proofreader to read to the copyholder, as one or two errors might ruin the entire job.

However, it is possible to train an intelligent boy or girl, with a fair degree of success, to follow visually. This writer uses both methods quite satisfactorily because he has taught his assistant to follow or read aloud with equal facility.

As is well known by experienced proofreaders, one can cover more ground and catch more errors when one reads to his copyholder. Conversely, the delays involved when the copyholder reads aloud impedes the work considerably.

I would recommend reading to the copyholder on straight reading matter-such as novels or reportsbut the reverse on lists of names, tables, or price lists.

The proofreader should be very careful not to read rapidly when the copy is dirty or mutilated. Some copyholders are too timid to ask the proofreader to slow down, with the result that serious errors occur. This writer's copyholder recently noticed two canceled pages of copy marked STET which had been overlooked by the operator. The copyholder might have failed to see the stet marks if he had not been authorized to slow up when the copy became "dirty."

On some newspapers-the New York Times, for example-proofreaders read aloud to each other for a stated period. Then the process is reversed. This method of alternating continues during the entire night's work. I would be glad to learn about the various methods used by readers of The Proofroom.

POSTAL ZONE NUMBER

Yesterday, at our shop, we had a little debate as to the correct way of punctuating this corner address:

MRS. LOUIS MILLER 3111 HUNTINGTON ROAD SHAKER HTS. 20, OHIO

I argued that after the abbreviation Hts. there should also be a comma, regardless whether there is one after the number (20) separating township and zone from state. Please let me know if a comma should follow the period after the abbreviation Hts.

According to the U.S. Official Postal Guide, July, 1945, page 42, the correct use of the zone number in an address is as follows:

HOUSTON 12, TEXAS Note particularly that the comma

OUESTIONS rs a Zuiz

Answers to the following list of questions bave appeared in the pages of THE IN-LAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 78?

- 1. A sheet-wise form is one that is printed, and then backed up with another form. True or false?
- 2. The so-called "optical center" of a job such as a title page is, with regard to its position,
 - a. At the mathematical center b. Above the mathematical center
- Below the mathematical center 3. Once the fountain of a letterpress is set correctly it needs no change during the run. True or false?
- 4. The machine which is most numerous in the United States is the
 - a. Pumpb. Printing press
 - Automobile
 - d. Telephone
- 5. Which of the following terms apply to type composition, and which apply to presswork?
 - a. Dead e. Pick b. Bed c. Off its feet
 - f. Revise g. Mottle g. Mottle h. Bodkin d. Bleeding
- 6. A color of ink which cannot be made by a mixture of other colors is c. Olive d. Amber a. Russet b. Red
- 7. Nicks on foundry type serve other purpose than to act as a guide to the compositor. True or false?
- 8. What is the height of regular leads and slugs? c. .853-inch a. .918-inch
- b. .763-inch d. .768-inch 9. Paper grain on 80 to 100 substance stock used on broadsides should parallel the
 - a. First fold b. Last fold.

goes after the zone number only. There is no comma preceding the zone number.

Many firms erroneously print their addresses with a comma before as well as after the zone number. Punctuation preceding the zone number is incorrect because the number is an integral part of the city and post office.

CUPFULS OR CUPSFUL

I am somewhat confused by the suffix -ful in words such as armful, spoonful, houseful. Is the plural always formed by adding the s at the end, or can one write armsful, spoonsful?

The singular form -ful, when joined with a noun, forms a compound of quantity, such as cupful, pailful, jugful, spoonful. Since solid compounds (one-word forms) indicate their plurals by the addition of a letter or letters at the end of the word in the singular, the plurals of the above words are cupfuls, pailfuls, jugfuls, and spoonfuls. All the similar combinations form their plurals in the same way.

It may be of interest here to differentiate between, say, a jugful and a jug full. A jug full is simply an earthenware vessel filled to the top with liquid. A jugful (one word) is a symbol of measurement, as ten jugfuls of wine. A spoon full is a spoon filled to the top. A spoonful is a certain measure, as four spoonfuls to a batter.

It is absolutely wrong to say pailsful or cupsful. In every case the plural is formed by adding the s at the end of -ful.

However, one may say cups full, meaning many cups full of liquid. In this case, the phrase makes two separate words, with full spelled with two l's, as "He poured six cups full of tea."

MT. OR MOUNT

Is there any uniform standard in using Mt. or Mount as part of a city or town? Which is correct, or can either be used?

The U.S. Official Postal Guide is the standard authority for spelling every place in which is located a Federal post office. The Guide spells out the word in names such as Mount Tom, Mount Vernon, Mount Kisco, or Mount Union. Of course, where space is limited, the abbreviation Mt. may be used, but it is contrary to post-office style.

TO WHAT DEGREE?

Is it good English to say "It would affect the situation to a degree that it would

No; the expression is incomplete. Better make it "to such a degree that . . ."



Experimenting with Methods

· Almost every month there appears in one trade magazine or another either an advertisement or a news item which describes a new and better method of making lithographic plates. Quite often it is an entirely different procedure than those generally accepted as orthodox. At other times it is merely the substitute of some newly discovered material to be used in place of the one generally employed. In fact, after reading some of these statements, some people might wonder why I am wasting so much of my time writing about the conventional methods and materials.

d n f

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s g a s s t

Please do not think that I am not progressive and that I do not believe in trying new things, or that no improvement can be made in existing methods. Nor do I want to attempt to prove that these processes are not new but merely adaptations of methods used ages ago. This would not be too hard to do, however, since with possibly one exception, every one of the techniques employed has been in use or known about for more than ten years in other countries. Some of these seem to have exceptional merit when applied to certain types of jobs, but the cost of the metal, equipment, or processing time could hardly be justified by many lithographers.

Longer Runs Per Plate

Nevertheless, some of the very ones considering purchasing materials for new methods are doing so simply because they are not able to produce plates by accepted methods which will give satisfactory results. In some instances there is no assurance that newer methods will show any improvement. In fact, there are some troubles which would be amplified. It would therefore be well to consider what advantages are to be gained not over the present performances but rather over results which are possible when plates that

are produced by the older methods are correctly made.

Many of these new methods have taken the theme, "Longer runs per plate." When one considers that in many plants one deep-etch plate is expected to, and usually does, complete the edition, even when runs of two, three, and even four hundred thousand are encountered, the market for a newer type of offset plate would be limited if confined to only those whose runs generally exceed this amount.

Plate Not Always at Fault

Another claim is sharper printing. Careful examination of much of the printing produced by the deep-etch method will show that a great deal of the loss in sharpness is due to press conditions. A different type of plate will not eliminate the trouble caused by gear backlash or by too much pressure. Also the operator's inability to perform or fully comprehend the importance of some technique used in the older processes may prove to be a stumbling block in the operation of the newer method.

When the deep-etch process became fairly popular, many lithographers whose runs were well within the limit of plate-life expectancy of the albumin plates switched to this more expensive kind. Often the improvement in quality of reproductions was great, but in many cases their competition could produce a job that was just as acceptable by the cheaper method. At times the same errors in technique that had kept them from making good albumin images also kept them from obtaining the best possible reproduction by the deep-etch process.

Gumming a plate is an operation which is common to practically all platemaking procedures. The proper gumming of the albumin plates is an excellent test of the operator's skill. In bygone days all the ortho-

dox methods for making albumin plates required that immediately following the development the plate should be rolled up wet, thereby strengthening the image and depositing a heavier film of ink. This was considered to be necessary in order to make the image areas sufficiently resistant to the action of the etch. Although this practice is still followed in some shops, by far the greater part of them have discarded it, and many of the smaller so-called planographic ones are not even equipped to roll-up plates if they should want to do so. With our modern developing inks and less concentrated etching solutions, and also more dependable coating solutions, the need for this additional operation has been deemed quite unnecessary. However, even the best developing inks obtainable are not as gum-repellent as the rolling-up blacks previously used, and greater skill is needed than was formerly required in this operation.

Satisfactory plates can be made when the gum is applied directly over the developing ink, but this requires that a good developing ink be used and that the operator realize the importance of not permitting the gum to dry over the work areas. In more than one shop the albumin process has fallen into disrepute simply because the craftsmen did not know how to gum the plates correctly.

Successful Gumming

The exact technique most successfully used is as follows: A soft rag (usually cheesecloth or something of a similar nature) is moistened with water and wrung almost dry. The gum is poured on the plate and is spread over the entire area with the cloth. The quantity used should not be any larger than just sufficient to cover the plate completely. The gum is then smoothed down by rubbing rapidly, covering

the entire plate several times with strokes from all four directions. While this operation is being performed, it is usually possible to observe that the gum is "peeling off" from the inked areas. If not, either the developing ink is not suitable or the gum solution you are using is much too heavy.

Commercial Solvents

A gum solution with a density of 12 to 14° Baume has been recommended by many, but a solution having a density of 8 to 10° when properly applied will work very well. In fact, if the plant is not air conditioned, at least part of the trouble caused by seasonal changes can be compensated for by altering the gum solution. The densities below 6° Baume cannot be recommended. When too thin a film is applied to the plate, it is practically impossible to remove the asphaltum when the plate is put on the press.

In the preceding article in this series it was shown that the etching operation deposited a thin film of gum on the plate at the same time that it reacted with the metal. If this film were thick enough, guming would be unnecessary, but in the generally accepted method of etching the plate, the solution is washed off and the plate dried and

then gummed.

Some operators have adopted a technique wherein they use a very weak etching solution and permit it to dry on the plate, thereby eliminating the necessity of the additional step. There is at least one drawback to this method of operation. The solution must be very weakly acid to work in this manner. There is little action between the solution and the metal. If there is any partially hardened albumin remaining in the non-work areas, there is little likelihood of its being removed during the operation, and so albumin scum is likely to result. Also the same precautions must be observed to prevent the gum from drying on the inked work-areas.

This drying of gum over the developing ink was discussed to some extent in the section devoted to the selection of the best inks available for albumin platemaking. It was stated that much of the problem could be eliminated through the careful choice of this important material. However, even with the best of ink, an operator must be careful. If the plate is to work well on the press, it must be possible to wash it out completely before it is sent to the press. If it is not possible to do this, it is probable that the developing ink became capped with gum, and the Lithotine or the usual wash-out solution will not penetrate it and dissolve the ink.

In a former series of articles describing various methods of making deep-etch plates this subject was covered completely, and numerous methods of overcoming this difficulty when it did appear were discussed. Some of these are too severe to be applied to the albumin method. It would hardly be wise to scour an albumin plate with water and turpentine, as is sometimes the customary way of treating deepetch plates. There are a few good solvents on the market that can be used in such cases, which actually penetrate the gum film in the work areas and remove both it and the developing ink completely. At the same time it will not injure the gum in the desensitized portions of the plate. These solvents are not well known, and there are not, to my knowledge, any published formulas for them. This writer has used one of these for over ten years with excellent results.

Mention was made of new materials which are appearing on the market. Among the new platemaking chemicals, substitutes for gum

arabic seem to predominate. The Lithographic Technical Foundation has its cellulose gum, several private concerns have their own gums or cellulose mixtures, and only very recently PATRA, the British research group for the printing and allied trades, announced that it was working on a substitute which It was calling "Cellofas." Since I have not yet seen any descriptive matter concerning the composition of the last of these materials, I can only presume from the name that it resembles the other mixtures in general characteristics.

Gum Arabic Still Popular

Because these are generally considered "synthetics" (although some should be more correctly spoken of as manufactured products) as contrasted with the natural occurring gum arabic, they are claimed to be of more uniform composition. Most of them do not spoil readily and hence do not require the use of preservatives. Some claims are made that greater desensitization results from their use. In spite of all these seeming advantages, the gum arabic still seems to be the most popular material. Some plants are known to

Do It Right! By Frank De Witt

The ellipsis (dots indicating an omission in quoted material) is so frequently used that it is unfortunate that copy writers do not pay more attention to important details connected with it.

As printers we have to follow copy but we can insist on a correct and consistent style for the use of the ellipsis just as we do for the use of the closing quotatior marks with either period or comma.

If the copy is not consistent as to the number of dots in an ellipsis, the simplest rule is to use three dots for the ellipsis plus a period in the right place if one is required.

Spacing is important and this certainly is something that the compositor must handle without help from the copy. The most important requirement is that the spacing be absolutely equal between dots. A variation of less than a point is noticeable. Although there is no recognized rule for the amount of space, it is generally more pleasing to make it slightly more than that appearing between words.

There are at least four possible typographic variations in the use of the ellipsisall correct and consistent: first, by itself centered on a line; second, in the middle of a sentence; third, following a period; fourth, preceding a period.

An ellipsis centered on a line by itself is used when considerable material is omitted and is best set with asterisks rather than periods.

When the words within a sentence are omitted only three dots are required to denote the omission.

When material at the beginning of a sentence is omitted, the three dots follow the period which is set close to the word preceding it.

When words at the end of a sentence are omitted the period necessarily follows the ellipsis.

It is better to use periods rather than leaders because when a period is required in addition to the ellipsis the extra shoulder on the side of the leader will cause uneven spacing. (If the compositor attempts to avoid this by using a leader for a period he will find that he has too much space between the dot and the word it follows or between the dot and a possible closing quotation mark.)

In the following example the first two paragraphs have been quoted with examples of the second, third, and fourth variations in that order.

"The ellipsis . . . is so frequently used that it is unfortunate that copy writers do not pay more attention to important details connected with it. . . . we have to follow copy but we can insist on a correct and consistent style"

have tried every substitute on which they could lay their hands, only to return each time to using the old not-so-reliable gum.

One plant that was continually having trouble with gum over developing ink switched to a substitute. The instructions said since this material was more viscous than the regular gum solution, lower concentrations of the synthetic gum should be used. Less than five per cent solutions were recommended, but when these were used in the same manner as the natural gum, it was impossible to remove the asphaltum when the plate went to press. The instructions were referred to again and it was found that a heavier film should be applied in order to deposit enough solids on the plate to protect it and permit the easy removal of the asphaltum. When this was tried the same old

trouble of gum over the ink reoccurred, and it was impossible to get a clean wash-out or make the plate take ink on the press.

Hope Plate Works Well

In other words, this material did not overcome the trouble encountered with gum arabic, but appeared to at first only because the viscosity of the newer material closely resembled that of a much more concentrated solution of the old. Actually the synthetic gum contained far less than half the weight of solid gum than could be found in the 6° solution I previously mentioned as dangerous to use. Therefore the apparent advantage stemmed from the use of the more dilute solution rather than some particular peculiar properties of the gum itself.

Except for the washing out and application of the asphaltum solu-

tion, this completes the description of the albumin process of making plates. Perhaps I should once more repeat that if a plate cannot be washed out completely (that is, every bit of developing ink removed from the plate) it can never be expected to print well. Unlike the deep-etch method, there is not any method of testing the quality of an albumin plate before it has gone to press. If the halftone dots appear to be correct, and the plate washes out completely, the platemaker can only hope that it will work well.

It is well to remember that good albumin plates do not just happen. The first requisite is good copy. Poor copy can be compensated for to some extent by the cameraman, but frequently the negative which he thinks eliminates the deficiencies in the copy gives printed results no better than the original.

Wherever it is possible to eliminate guesswork through the use of instruments, the chance of spoiled plates will be lessened considerably. Certainly both the cameraman and the platemaker should become acquainted with the densitometer and understand the meaning of its readings. The integrating light meters should be used for timing of all exposures, whether in the camera, vacuum frame, or photo-composing machine. Only the best and most carefully prepared chemicals and materials should be used. If a shop has not been air conditioned, the operator must learn how to compensate for changes of temperature and relative humidity.

Some phases of albumin platemaking can be standardized, but with existing equipment for coating plates, lack of any means of describing the grain on a plate, and incomplete knowledge of many of both the chemical and physical reactions which take place, complete standardization is impossible. It is therefore impossible to give a platemaker exact instructions concerning the exact technique to be followed in all cases. A great deal must be left to his judgment and ability. There are craftsmen who are daily producing albumin plates which are capable of running editions of seventy-five thousand sheets or more, both in black and white and color. Rarely do they ever come up with a spoiled plate or one with which they cannot finish the run.

Talent is the capacity of doing anything that depends on application and industry; it is a voluntary power while genius is involuntary.

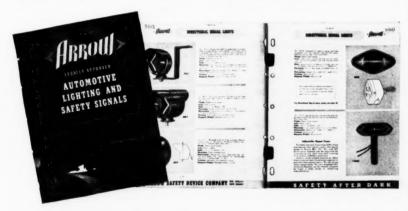
—Hazlitt

Four Colors Prove Cheaper Than Three

When some job requires at least three colors, sometimes using four colors will be cheaper. This point is well illustrated in a catalog just issued by the Arrow Safety Device Company, of Mount Holly, New Iersey.

This catalog covers lighting and signaling devices used in the automotive field. the company desired to remain within a carefully calculated budget.

Preliminary conferences established the fact that the catalog would be printed on two-color presses. The planners, therefore, seized this opportunity to utilize a fourth color and eliminate the necessity for having expensive plate work done.



Black for the text and halftones, yellow and red for the lenses of certain products were essential. There was another essential, also, the necessity of presenting the Arrow line in a manner that would make it stand out in the mind of the jobber salesman and the customer. This last point is admittedly a difficult one; the catalogs destined for this market must conform to certain rigid specifications as to paper, size and content or they will not be used.

The normal method of building an outstanding presentation is to depend on a good artist, and to give him a free hand on engraving costs. In this case, however, The color selected was a neutral bluegray which forms a background for the products and enhances either their black or chrome finish. To facilitate platemaking, photostats of the products were pasted in position. The engraver stripped up his negatives, made one black plate, and cut flat metal for the other three colors. The result is a good-looking presentation of Arrow products at considerable economy over the usual method.

The catalog was planned and prepared by the joint effort of Arrow's advertising department and the creative division of Franklin Printing Company, Philadelphia.



By Larston D. Farrar

• When Congress reconvenes, as it almost certainly will sometime during November at the President's behest, tax changes will be among the most important domestic "reforms" the GOP will push.

Although it hasn't received much publicity, the printing industry is ready with a program for tax reduction. This program was given to the House Committee on Ways and Means last summer by Albert E. Arent, tax counsel for the Printing Industry of America, and is receiving more than casual attention from Congressional tax authorities.

Briefly, here is the printing in-

dustry's tax program:

1. Amend Section 23 of the Internal Revenue Code to give the taxpayer the right to deduct from gross income amounts paid or set aside or indebtedness incurred for the acquisition, construction, or improvement of buildings, plants, machinery, equipment, and similar property that is to be used in the trade or business.

Under the tax idea as outlined to the Congressional committee, the amount of such deduction would be limited to 25 per cent of the net income of the taxpayer from such trade or business, or \$25,000 a year, whichever is the smaller figure. The taxpayer would be given a two-year period within which to use funds set aside for this purpose and the amounts so deducted would be eliminated from the taxpayer's cost basis so as to prevent any possibility of a double deduction.

Suggested Tax Program

Mr. Arent termed this proposal "in essence a form of accelerated depreciation." He declared that the plan "gives tax relief to the small business which is improving its equipment or expanding its plant and is thereby strengthening the resources of small business and of the nation."

2. Amend Section 122 (b) of the Internal Revenue Code to extend the period of carry-back and carryover for net operating losses from the present two years each to periods of three years each.

"It has been widely recognized that the present two-year periods, which in effect permit losses to be offset against gains over a term of five years, are inadequate to cover the fluctuations of the business cycle," the printing industry's attorney said. "The longer the period covered, the more likely it is that a fair result will be obtained."

3. Eliminate the awkward and abrupt rise in the tax rate on corporate incomes between \$25,000 and \$50,000, and graduate corporate taxes so as to favor the smaller and less prosperous enterprises.

President Has Last Word

The printing industry's representative said that "much confusion and annoyance is engendered by the present scheme of taxing corporate income at graduated rates from 21 per cent to 25 per cent on the first \$25,000, then at 53 per cent for the next \$25,000, and finally at any over-all rate of 38 per cent on the incomes of \$50,000 or more." He pointed out that the present "hump" discriminates against a particular segment of small business.

Don't look for this program to "slide through" Congress. The Republicans may enact it, but the President is going to have the last word about tax reduction again. No one can predict for sure whether he will sign or veto a new tax bill.

YOU can look for some more fuel shortages this winter.

Industrial and commercial users of electric power, coal, gas (natural and manufactured), and oil certainly will be faced with "spot" shortages, no matter what section they live in.

No sustained shortages (except in certain areas) can be expected, but sporadic cut-offs in all fuels is to be contemplated.

It's all due to unprecedented demand. Nobody dreamed, a few years back, that the U. S. could use so much of so many things during a really peak prosperity such as we've been experiencing.

Utilities are doing a back-breaking job and there is an outside chance they can win. But then, again, the odds are against them beating down all shortages.

Better get prepared, as best you can, and then hope that we have a mild winter.

Interest is high in printing and publishing circles as to outcome of talks between representatives of the International Typographical Union and the American Newspaper Publishers' Association, undertaken at the instigation of the ANPA.

George N. Dale, chairman of the ANPA's special standing committee in charge of labor relations, made a statement of its principles which seemed to win general acceptance in official Washington circles. He told the ITU that:

The ANPA is not hostile to ITU, or to any other group of employes in the newspaper business.

The ANPA, as an organization of employers of printing craftsmen, desires amicable relations with employes, labor-management stability, and mutual respect.

The ANPA believes in the principles of collective bargaining and in the amicable settlement of all differences and disputes under the democratic processes.

The ANPA emphasizes its desire always to arrive at agreements with unions or groups of employes under which stability of the industry and security of its employes will be insured, without recourse to strikes, lockouts, or work stoppages, or recourse to agencies outside of those created by agreement of the parties.

"No Contract" Policy

The ANPA believes that all problems which exist between its members and their employes can be settled by machinery agreed upon in a spirit of fair dealing, and it asserts a desire to meet those problems in such a spirit.

Meantime, some state publishing associations and printing groups are making strong representations against the "no contract" policy

ITU has introduced.

The New York State Publishers Association, one hundred strong, adopted this statement at a recent convention:

"There has been and are being presented to members of the undersigned association, by local unions of the International Typographical Union, demands that are violative of the provisions and intent of the recently enacted labor-management relations law.

"It is the expressed desire, intent, and policy of the members to abide by and to require compliance with the provisions and intent of said labor-management relations law in order to preserve true collective bargaining."

Labor Bill Not Issue

EMPLOYER groups throughout the nation were heartened by the results of the by-election held in Pennsylvania's eighth congressional district, where the CIO, AF of L, and the independent unions called for a show-down on the Taft-Hartley law.

The Democrat who was supported by the union groups lost by a greater percentage than that of a member of his same party who had failed to win last November. This was a strong labor district and the unbiased observers in Washington conceded that its outcome indicated the new labor law has the popular support its proponents had claimed when they shoved it through Congress a few months ago.

Labor's defeat in that election doesn't mean an end to agitation against the new Taft-Hartley law, but it indicates the odds against the labor leaders who are trying to build it up as THE issue in the '48 elections.

The U. S. Post Office won't stick its neck out again with weird interpretations as to "lottery" news, informed observers here in Washington are convinced.

Snickering that greeted the mid-September attempts of the P. O. Department to "warn" big newspapers about printing stories concerning such newsbreaks as the Ahoskie (North Carolina) shocker made the Department draw in its head quickly.

"This law was not designed to suppress information of news value to the public, even though accidentally connected with a lottery," the Department's lawyers ruled—quickly—after major newspapers had struck back at the "warnings" issued by some postmasters.

Under the Department's old interpretation of the lottery statute, many copies of the Congressional Record couldn't even be sent out through the mails—Representative Adolphe Sabbath (Democratic-Illinois) regularly introduces a bill to permit national lotteries and makes long speeches in favor of the idea.

Printing for consumers—greeting cards, special invitations, and so on —can be expected to notice the pinch the high cost of living is putting on many a family budget.

September prices for living essentials were the highest in recorded American history. Add the always-expected higher winter costs of living and you get skimpy sums left for luxuries in the average family budget—and even in some above-the-average homes.

The price decline in many an item, however, is long overdue, and you can look for a gradual surcease of the outlandish price rises. Unless Congress votes a larger than expected program of overseas aid, prices won't go any higher in the coming months, likely will begin to edge down here and there, perhaps precipitously in some instances, such as used automobiles.

Lots of small-town printers are looking to farmers—of all places—for patronage. But there's a good financial reason why farmers should be in the market for printed materials they never would have considered before—they're in the big money now!

Every index of agricultural income reveals that it's the highest in American history, is certain to go higher in the months to come and to remain steady for some years.

The farm housewives are just as anxious to have calling cards—when they can afford them—as their city cousins. And dairymen and the other "special" farmers are just as good prospects for the right kind of commercial printing as the small business men in town.

"This and That"

Miscellaneous: Want some false teeth? . . . There now are almost 2.000,000 artificial teeth on sale by the War Assets Administration . . Originally cost Uncle Sam about \$105,000 . . . Sources close to the Canadian government have been assured by Washington officials that there is no intention of violating Canadian sovereignty in the current New York court actions against Canadian newsprint companies . . . The U.S. Army now is at a new postwar low . . . Only 970,000 men, although its authorized strength is 1,070,000 . . . Printers may get information about obtaining Government contracts from a manual recently issued by the Department of Commerce . . . Prepared for small manufacturers and suppliers, it gives information about technical requirements of federal procurement agencies.

Logic and Good Typography Should Go Hand in Hand!

On rare occasions, achieving an attractive heading from a typographical standpoint means sacrificing a logical arrangement of the copy. Fortunately such instances are not very frequent, and as a general rule logic and good typography can and should go hand in hand. Consider the display immediately below, in which logical arrangement has

Why 20 million people will travel by air in 1947

been totally ignored evidently to achieve a shape resembling a modified inverted pyramid. After reading the first line "Why 20 million," one wonders: 20 million what . . . dollars, horses, people? The second line "people will travel" answers the first question but brings up another: how will the people travel . . . on foot, by train, by air? After line three has satisfied this query, it in turn leaves the reader in doubt as to the time . . . 1947, 1957?

... Why 20 million people will travel by air in 1947

With no sacrifice of typographical attractiveness, notice how the reset display co-ordinates logic and good typography. "Why," standing alone, indicates to the reader that a definite statement is to follow. "Twenty million people" is a complete thought, easily comprehended; so is "will travel by air" when added to that copy which preceded it. When they will travel by air is answered by the final line "in 1947."

Only rarely is it impossible to mold a logical arrangement of a heading into an acceptable typographical display. A little time, thought, and effort will usually achieve results both esthetic and comprehensible . . . for which your readers will be grateful.



PRESSROOM

BY EUGENE ST. JOHN

Questions on pressroom problems will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential if you so desire and declare

ENVELOPE-MAKING EQUIPMENT

It is our desire to establish a new plant here in India for manufacturing high quality mailing envelopes, large paper bags of kraft paper, mailing window envelopes, and paper packets. We are enclosing herewith a few samples of these envelopes and paper bags. We need your advice regarding the complete machinery needed. We need everything: the punches, punching machines, creasing and gumming machines, and any other necessary equipment. Would you provide us with a complete list of machines needed for such a plant, and the addresses of the firms that manufacture this equipment. Or is there one machine which does everything right up from punching to ready-made bags and gummed envelopes?

The samples which you have sent to us (and variously term bags, envelopes, and packets) in this country are listed under the heading of envelopes. The manufacture of envelope-making equipment is highly specialized. One firm makes all of the automatic equipment needed to produce envelopes of highest quality such as you have submitted at minimum cost and it is the only plant in the world with a complete line of the best envelope-making machinery. All you need do is send them samples of all envelopes you want to produce and they will advise you as to suitable equipment.

PERFORATING RULE TROUBLE

You will notice that the enclosed sample has mighty little margin and scant room for grippers. The job was run on Government post cards and so had to be run single as the quantity was not large enough to warrant buying the cards in groups. We used every attachment we have to hold the card to the platen after printing but the perforating rule gave us a lot of trouble from the start. We managed to get about a thousand printed by slowing down the press, stopping frequently to salvage the cards pulled away from the grippers by the rule.

Finally I had an idea! I took the rule from the form and went after it with a piece of burnishing paper such as composing machine manufacturers sell. Both sides of the rule were burnished until every bit of roughness was eliminated and by holding the rule at an angle, the shoulders were given the same treatment as the sides. The rule was replaced in the form and our trouble was over. The rest of the run (about 1500) went on through the press as smoothly as though steel perforating rule had never been heard of. I have never seen nor heard of anything like this and you may think it worth passing on to your readers.

If only over-type-high steel perforating rule was available and time was pressing, you hit on one way out. Another way is to underlay all of the form except the rule and so make the rule level with the type or lower, at the same time oiling the impression of the rule in the tympan and the packing. Or use Spherekote glass-studded tympan. To avoid any stripping trouble it is important that the rule receive uniform impression throughout its length. Shimming brass is a very satisfactory overlaying strip for perforating rule.

The gripper margins are less than a pica, which limits the efficiency of the grippers themselves. However, the patent or improvised grippers, secured on the grippers at a right angle to them, would be an effective way to handle the matter.

There is a margin on one side of the perforating rule which allows a stripping length of string to be run from the gripper bar upward to fall in this margin, the upper end of this string to be tied on another string running horizontally from one gripper to the other.

Another method of helping the grippers when the gripper margin on the sheet is scant is to glue strips of sandpaper or Spherekote tympan or other studded paper, the same width as margin, on the side of each gripper next to the tympan. In this emergency the side guide under one gripper should be a strip of tough card and the strip on this gripper is cut away to miss the cardboard guide.

ETCH FOR INKING SYSTEM NICKEL

Some years ago I had occasion to use an acid neutralized by ammonia to etch off the mirror surface of vibrators and plate to prevent the skidding of rollers during the hot weather months. Would you please tell me, if possible, the ingredients of this solution?

Such an operation is not necessary today. The rollers performed very well in most plants during the almost unprecedented humidity of August, 1947, which speaks volumes for the advances in roller-making.

In the future, should you encounter trouble with waterlogged rollers, either substitute better rollers for your location or use the following makeshifts to tide you over. First, drive the excess moisture out of the composition roller with dry heat. Some do this by placing the rollers near the ceiling of a boiler room. Others play heat from an electric heater over the rollers with an electric fan until the lost tack of roller is regained by removal of excess moisture. Afterward, if humidity continues high after above treatment, cover the ends of rollers with ink and let it dry. Then keep the rollers covered with ink at all times when in operation and with a mixture of ink and retarder when idle. Let the breeze from an electric fan play on the rollers in operation during high relative humidity.

PROCESS YELLOW

Will you inform me about the process yellow mentioned in the July issue; what it is and who makes it? I would also like to have the name of the manufacturer of the gripper gauge, a very useful accessory, I would say.

The gripper gauge is used on cylinder and rotary presses to test the bite and adjust it,

The process yellow referred to is a first down translucent (sometimes called opaque) three-color process yellow for use on Number 1 enamel coated book papers as distinguished from the transparent lake process yellow that is used for overprinting in four-color process.

IMPRINTING PLASTIC DAGGERS

Our customer desires imprinting on a plastic envelope opener in the form of a dagger (blade, hilt, and handle of broadsword rather than stiletto type) either on the centerpiece in the handle or on the blade. Can you tell us the most economical way to do this?

While it is not difficult to imprint plastic in flat or round form, the sample presents odd forms (for printing) on the angular and the elliptical orders which do not lend themselves readily to imprinting unless molds are made and one used on the platen and the other on the bed of the press, insetting the dagger in the mold on the platen for feeding. This method could be resorted to in a pinch.

However, the most promising methods of decorating these plastic daggers are via either spraying through stencils, a number at a time, the silk screen process, or hot stamping.

It is important that you submit samples of the plastic when inquiring about cost because the same decorating medium (ink, lacquer, paint) is not suitable for all of the various kinds of plastics.

SLIT-IN GAUGE

We would appreciate getting information as to the dealers or the makers of an adjustable gauge pin called the "Slit-In Gauge." We have been using these pins on our presses for at least eight years. The only information I can give on them is as follows: a metal hinged type, nickel-plated, with a milled head for tightening, with the following stamped on the milled head, "Slit-in Gauge, To open, face arrows. Pat. 5-28-28."

We have no information on this gauge but some of our readers may be able to send in the answer to your question. We hope so.

WOODEN RULERS

We have had inquiries about novelty advertising, especially rulers and yardsticks. Can you tell me how these are printed, what kind of press, plates, ink, what kind of wood, and so on?

There are special presses for printing on wood when you get beyond the scope of platen presses, on which, of course, the rulers may be printed. Brass type is commonly used and fairly hard wood such as birch. After the printing and the ink has set, the rules are dipped in lacquer or varnish.

John TVolf

"In the Days That Wuz"—Came an Order to Clean Up

SLUR ON GRIPPER FDGE

Enclosed is a sheet showing some rule slur, which I have marked with a red pencil. This blurs on some sheets and on other sheets this part will print up as well as the rest of the form. It comes and goes. We have put on new packing, changed rules, adjusted the rollers, but still this comes up. Also moved the chase back and forth in the press. We use a rubber blanket, and have tried scant and full ink supply, which makes no difference. Could you give us some idea on what remedies we may try out?

The grippers at the slurred section of the gripper edge of sheet plainly mark the sheet with their bite and no other gripper marks are visible, which shows that the grippers are not set with the desirable uniform bite

When this job was printed, high temperatures and a high relative humidity prevailed throughout the midwest where you are located. By splitting the sheet of 25 by 38 offset paper on the paper cutter, these freshly cut edges, across the grain, absorbed moisture from the air and became wavy. The combination of wavy edges and uneven gripper holds resulted in the slurs on a sheet at intervals, "come and go," as you say.

That some sheets were slurred and others not may be ascribed to the fact that the sheets with wave enough to be slurred by the faulty gripper bite were cut from one roll, more susceptible to the atmospheric changes, while all the other sheets which escaped slur were cut from other rolls in the paper mill.

This pressroom trouble, slur at the gripper edge caused basically by wavy edges, is called paper-buckle; a similar looking slur at the tail of the sheet is called a paper-slap. In both troubles the sheet touches the form before it is firmly in contact with it on the impression.

MAIL ORDER CARD BUSINESS

Can you tell us whether the Buffum automatic card press is still on the market or are parts available? We have a large volume of mail order card business but our Buffum needs parts and repairs. We are using a platen press temporarily.

The Buffum has been off the market for years. When the cards all were truly flat, it could print 5,000 per hour but how often can 5,000 cards truly flat be picked up? For a mail order business you can get better and far greater output using an automatic platen press running at 3,500 per hour and printing many cards up in a group. Equally important, if you cannot keep the press busy on cards, it has innumerable other uses.

PRESSROOM WINDOWS

Is it harmful to leave the windows of a pressroom open in the summer time? This question may be too general. I assume that there are many factors: temperature, humidity, type of rollers, kind of ink, kind of paper, possibly press speeds. Have there been any actual tests under controlled conditions showing the results of free circulation of outside air in the pressroom in summer and winter?

As you know, it is desirable to maintain a fixed relative humidity at some point between 50 and 65 per cent during the summer and a temperature of from 70 to 80° F. when register is required. If this grade of work is undertaken with windows open in the summer, it is well to check the humidity and temperature at close intervals. This is very important on work that must register, either single- or multicolor, and it is also important that the sheets are not exposed to strong draughts during feeding.

The atmospheric conditions vary greatly according to location and surroundings. Basements close to a river, rooms on different floors of tall buildings, rooms under different kinds of roofing, different kinds of windows, the direction of the air entering the room, its source in relation to the compass and its velocity-these are just a few points that have a bearing on the question. Then there are the climatic atmospheric conditions peculiar to different localities. One feels different after crossing from the sunny to the shady side of the street on a summer day in Denver than in New Orleans.

It may thus be seen that almost continuous check must be kept on atmosphere of pressroom if register work is undertaken while the windows are open.

On the other hand, there are factors which diminish the danger of lost register from open windows. Many high grade papers today are conditioned to a favorable moisture content in the mill and shipped in moisture-proof wraps. If these protected sheets are left covered until it is sure that the run can be made immediately, quickly loaded in the feeder and put through the press promptly and delivered into moisture-proof wraps to remain covered until the next time through the press, the danger of dimensional changes in the sheet is considerably diminished. But it is not safe to take anything for granted and so checks must be made. Disastrous changes in sheet dimensions can occur in a few minutes under unfavorable atmospheric conditions.

Inks and rollers generally are made in conformity with atmospheric requirements of paper but are not so vulnerable as paper and can be made to work in atmospheres not favorable to paper.

In answer to your second question: It is possible that the tests you outline have been made but, if so, we have never seen published results concerning them.

In some cases it is possible to use fine screens with mesh of mosquito net when the entrance of air must be controlled to an extent.

ANOTHER SLUG-HIGH SINKER

C. R. Greene, Tipp City, Ohio, has invented and applied for patent on a slug-high sinker used to cope with imperfect justification from various causes. The full or fat edge is obtained by perforating and turning inward a strip of the edge of two lengths of kraft paper which are finally glued together. While apparent to the touch, the full edge is marked with the print of a rule in red for convenience of user.

VENTING FUMES

Will you please give us information on the legal requirements for venting fumes from composing machine metal pots, both gas and electric?

Inquire at your State Board of Health for rules and regulations regarding the venting fumes for such melting pots.



Here are the answers to the quiz on page 70. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

- 1. True. A work-and-turn form is backed up with the same form.
- 2. b; above the mathematical center.
- False. Paper surface varies, hence the fountain may need adjusting during the run.
- a; the pump; not the printing press!
 Composition: a, or dead; c, or off its feet; f, or revise; h, or bodkin (still used on comp's tweezers). Presswork: b, or bed; d, or bleeding; e, or pick; g, or mottle.
- 6. b; or red.
- True. They also distinguish between fonts of the same type family, and often other type families.
- 8. b; or .763-inch.
- 9. b; or the last fold.

By R. Randolph Karch

QUANTITY EMBOSSING

We would be pleased to receive from you any information available regarding, firstly, embossing labels in large size sheets, say about 30 by 40 inches; secondly, the manufacture of playing cards; and thirdly, the manufacture of multi-colored embossed seals.

You may read in a recent issue of THE INLAND PRINTER a description of the method of embossing a number up used by Joseph Kovec, which is essentially the principle followed by all. The only variant of any importance is the medium, which may be that of Mr. Kovec, or an old felt hat, pieces of press blankets, dental wax, plastics like phonograph records—whichever type of force you prefer and find convenient.

The vital steps in playing card manufacture are the printing of the backs and the die-cutting which must attain a very high degree of uniformity, for obvious reasons. Special bristols for playing cards are standardized. The printing may be by any process but the layout of the plates is based on the needs of the die-cutting. As we noted above, uniform coloring of the backs is a "must." The forms by any process are run a number up. This is most economically done, either by multiplying the original positive via the Ozalid products in photolithography and by photogelatin printing (collotype) or with duplicate plates on the patent base in letterpress. The photocomposing machine (stepand-repeat) is used in all processes in volume production. Special varnishes having a high resistance to handling are applied.

Presses are available which print seals in colors, emboss and die-cut in a single operation using the halffine gold papers for multicolor embossed seals.

PRINTING ON UNFILLED PENCILS

We have an application which will require the printing of a label on a standard length, round, enameled surface pencil. It must be printed without the lead insert. We have been informed that the regular gold leaf relief process cannot be used for this because so much impression is required that the tubing will break in the process. There must be processes in the industry at the present time which would whip this problem for us. During the early thirties there was some experimental work done on the use of molded rubber types for printing on round surfaces. Can you furnish us with the name of any concern specializing in this type of work, or could you suggest the name of some printing equipment engineer who might be able to help us work this out?

You are on the right track since this job may be done via either rubber type or silk screen process.

ITCA HOLDS EVENTFUL CONVENTION HIGHLIGHTED BY CHANGE OF NAME

• At the twenty-eighth annual convention of the International Trade Composition Association held in Detroit August 28 to 30, the group unanimously approved changing its name to International Typographic Composition Association, because it is more truly descriptive of all the services rendered by its members. Thomas P. Henry, Jr., a Detroit

Thomas P. Henry, Jr., a Detroit member of the ITCA and vice-president of the Union Employers Section of the PIA, addressed the con-



Oscar Hoffman, of St. Louis, was chosen to continue his service as president of ITCA

vention on the labor situation. He reported what is being done by the Section in the interest of owners and operators of composing rooms. Questions and comment from his audience followed his talk. ITCA adopted a resolution endorsing the activities of the UES as reported by Mr. Henry, with active cooperation promised. A labor policy committee was appointed with Lester A. Neumann, Chicago, as chairman. The committee's first meeting was held at the PIA convention at French Lick, Indiana.

Two addresses were scheduled for the opening day. MacD. Sinclair, the editor of *Printing Equipment Engineer*, addressed the convention on the subject "Competition Will Get You if You Don't Watch Out!" "The Practical Functions of Printing Education" were discussed by Byron C. Culver, supervisor of the school of printing at the Rochester Institute of Technology, Rochester, New York.

Well attended was the clinic on the proofing methods and processes at which O. Fred Duensing, of the Vandercook Company, of Chicago, made the address, with an open forum following.

Stressing the fact that a proof press is a precision machine, Mr. Duensing said that most calls made by the service department of Vandercook could have been avoided. He presented five common reasons for proofing troubles: Inexperienced or indifferent operators; failure to keep the press clean; improper or lack of lubrication; carelessness; general neglect.

"We have often been impressed," said Mr. Duensing, "by how consistently the more successful plants keep on improving and striving to build up their already high standards. I would like to give you five basic rules which any plant should adopt before it can hope to obtain maximum results in fine proving:

"Establish a quality standard and make it known to everyone in your plant that nothing which does not come up to this standard will be acceptable.

"Secondly, get the right kind and right size of proof press. It would surprise all of you to know how frequently we go into plants where some difficult proving job is being attempted that simply cannot be turned out on the equipment they have. Remember, I'm speaking of quality proofs, not galley or ordinary reading proofs.

"Third, either hire an operator who has the necessary skill and experience to obtain the maximum quality from a proof press, or encourage some young fellow to take the proof press seriously and train himself into an expert. This suggestion, by the way, is one which deserves serious consideration by your association, judging from the numerous complaints that we hear throughout the industry that the trained men are difficult or impossible to find. Perhaps a training school will have to be established in order to provide yourselves with the necessary men. Maybe you will

have to elevate the job of the proof press operator. In the photoengraving field, a prover considers himself quite the equal, in skill as well as in earning capacity, as his fellow craftsmen in the trade.

"Fourth, watch your equipment and make someone responsible to see that it is kept cleaned and properly maintained in general.

"Now I come to the fifth point . . . I am referring to your rollers, as well as to inks and papers. Too



Frank M. Sherman, of Philadelphia, was reelected executive secretary of the association

often, these three are regarded as accessories rather than vital parts of a proof press. If, as so frequently happens, the wrong types of ink, paper, and rollers are selected or used improperly, top quality proofs simply cannot be obtained."

Trade customs and practices were revised to include a number of matters of service and customer relationships not contained in the old schedule. The trade customs committee also compiled an estimating guide containing complete descriptions of various kinds of machine composition, with time penalties for each, and sections on proofreading, on the lockup, reproduction proofs, hand composition, et cetera. This guide is the first of the information which will later be included in a production manual to cover all composing room operations.

A report was made on the universal type specimen file. The committee recommended use of a filing cabinet with type faces and sizes on cards rather than in the traditional specimen book. The change would require five years' time and not less than \$100,000 to make available the specimen cards of all "bread-and-butter" faces used.

Members were asked to pledge to set type and furnish an electrotype plate to specifications to machineand hand-set faces, such work to be credited against purchase of specimen cards when available.

A series of twelve promotion and educational folders were submitted for consideration by the advertising committee. Orders were received for several thousand copies.

ITCA members visited the plants of the Thomas P. Henry Company and the Detroit Typesetting Company, and many visited the Ford plant and Greenfield Village. At the dinner which brought the convention to a close, Sol Hess received an award of merit, and Phil Mann and Edwin H. Stuart were presented with certificates of appreciation.

Increase of membership was favorably commented upon by the officers, Mr. Sherman being credited with most of it, and regional leaders credited with some, because of their visits to cities in which new local associations were organized.

Mr. Sherman's report showed a total membership of more than 300 firms doing business in twenty-eight states and Canada, plus two firms in Australia. Canada has twenty members, twelve of them located in Toronto, and five in Montreal.

In commenting upon the registration at the convention which broke all previous records, Mr. Sherman said that more than one hundred separate typesetting plants belonging to the ITCA were represented. He called upon members to do missionary work so that all the plants which do work for printers, lithographers, book and periodical publishers, and the advertising agencies would join.

Present officers, headed by Oscar Hoffman, St. Louis, as president, and Frank M. Sherman as executive director, were chosen to serve again, with the exception of Frank H. Streifert, Miami, Florida, replacing Everett A. Martin, Norfolk, as southeastern regional vice-president; and the addition of Don M. Canfield, Utica, to the executive committee.

Minnesota was chosen as the locale for the 1948 convention, the place to be decided upon by Minneapolis and St. Paul members.

ITCA ANNOUNCES CHANGES IN TRADE CUSTOMS

• Buyers of composition from trade plants will be notified by members of the International Typographic Composition Association of changes in their trade customs.

One new paragraph indicates a distinction in meaning between an "estimate" and "quotation." Concerning "estimates" the revised code reads: "Estimates are approximations only, and they must not be confused with written or printed quotations."

The item on "quotations" as revised now reads: "All quotations are based upon the presently prevailing scale of wages, hours and work, cost of materials, tax rates, et cetera. Any increase or decrease will be charged for or credited accordingly. Quotations are for labor only, unless otherwise specifically stated, and are void after sixty days, unless renewed in writing. To be binding, quotations made verbally or by telephone must be later confirmed in writing."

Three new items in the code refer to liens, special material, and type. Under "Lien" provision is made that all type, cuts, plates, paper, or other materials belonging to the customer "may be retained by the typesetter as security until all the just claims against the customer have been satisfied." Special material bought by the typesetter at the request of the customer must be paid for by the customer at not less than 20 per cent above its net cost.

One addition is made to the paragraph concerning the experimental work, to the effect that "no work will be done on a speculative basis."

As revised, the item concerning "Layouts and Dummies" now reads: "Layouts and dummies submitted by the typesetter remain his property, and no use of them shall be

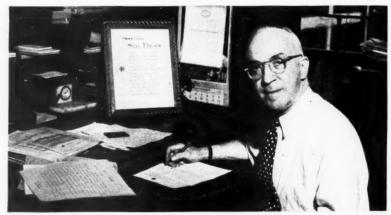
made or ideas taken from them by the customer, except upon payment of compensation to be determined by the typesetter. All this work is chargeable and consequently will be covered by invoice."

The item on "Orders" now reads: "Regular entered orders cannot be canceled except on terms that compensate the typesetter against work he has done and for the obligations entered into."

No responsibility is assumed for telephoned corrections of errors, according to an addition to the item on "Proofs."

Under revised rules, standing type pages and forms are considered as "dead" after either electrotypes or the reproduction proofs have been made, and will be distributed after seven days unless otherwise ordered in writing.

Several revisions have been made in the code concerning the handling of metal. The section now reads: "All metal delivered to customers in the form of machine composition or made up in pages or forms shall remain the property of the composition house until all obligations of the customer as provided for in the custom that prevails locally for the payment for, and/or return of metal have been taken care of completely. The made-up jobs must be returned intact to receive maximum credit. Linotype and Monotype metal, except when returned intact in madeup jobs, must be separated when returned to receive maximum credit. All mixed metal (loose type, leads, slugs, and rules) will on return, be credited at the scrap metal price only. All the metal which contains any brass, copper, zinc, or harmful chemicals will be classed as 'junk' metal and will be credited as such."



Sol Hess, art director of Lanston Monotype Machine Company, with award of merit conferred on him by ITCA. Phil Mann and Edwin H. Stuart were presented with certificates of appreciation

The Month's News ------

Section devoted to timely items concerning men and events associated with printing. Copy must reach editor by twentieth of month preceding date of issue

PAPER SUPPLY IMPROVES

The supply of paper and paperboard has shown considerable improvement in recent weeks, although over-all demand still exceeds peak production. Printers report being able to get delivery on the standard sizes of coated paper in a week. as against many weeks six or seven months ago. Easing of the book paper supply situation may in part be a reflection of a drop in volume in the book publishing and magazine fields and increasing competition in the commercial printing industry.

The ratio of paper production to mill capacity at the end of August was 102.7 per cent, compared with 105.6 per cent a year ago. By the end of the year, if output continues at the present high rate, expectations are that most domestic requirements will be met.

Inventories of wood pulp, which had declined steadily from January, 1946, to May, 1947, began to pick up following the latter date, and if inventories increase until they total 600,000 tons by December 31, it is believed the over-all supply of market pulp will be adequate to carry over the winter period until the first open water shipments start in May, 1948.

Stocks of newsprint have moved up slightly for the first time in many months. Daily papers reporting to the American Newspaper Publishers Association had forty-one days' supply on hand and in transit at the end of July, an increase of ten days' supply over June, 1946.

Latest development in the move to open up Alaskan timberlands to the pulp and newsprint industry was the call by the Federal Government for bids on October 1 on eight billion board feet of timber in the Tongass forest, Alaska, it was announced by Frank Heinzelman, chief of the Alaska Forest Service. The amount of timber in the area offered for bidding, which covers 400,000 acres of commercial timber out of an estimated five or six million acres of the forest land, is estimated as sufficient to support production of 500 tons of newsprint a day for fifty years.

Each bid for the fifty-year contract must be accompanied by a check for \$25,000 and evidence to prove that the bidder has at least \$8,000,000 for plant construction. Mr. Heinzelman said the successful bidder will have to spend \$300,000 to \$500,000 the first year for surveys and plans alone, that the total cost of investment will be from \$30,000,000

to \$40,000,000, and that production of newsprint could begin in 1950.

The Forest Service has tentatively surveyed several other areas in Alaska for similar pulp industry development. Secretary of the Interior J. A. Krug has estimated that the Alaskan forests could supply in perpetuity up to one-fourth of all the newsprint demands of the United States.

MERTLE JOINS KEMART

J. S. Mertle, formerly the technical director of International Photo-Engravers Union, has become the technical director of the Kemart Corporation, San Francisco, developer of halftone reproductions. Mr. Mertle's headquarters are to be in Cincinnati.

ORDER PUBLISHER TO DESIST

The Federal Trade Commission has issued a cease and desist order to a New York publishing firm which represented that a participant's opportunities of winning a puzzle contest were greater than was actually a fact. The contest was used to promote the sale of books and periodicals.

Current News and The Bible BY DEACON

DURING THE RECENT investigations at Washington, D.C., much was said about entertainments, parties, gifts and night clubs. Questions were raised concerning
"who picked up the checks" to pay
them and why men with favors to dispense accepted hospitality of men who
sought such favors. Scripture has much to say about such things. Here are some

"And thou shalt take no gift: for the gift blinded the wise and perverteth the words of the righteous." (Exodus 23:8.

Protestant Version.) "He that is greedy of gain troubleth his own house; but he that hateth bribes shall live." (Proverbs 15:27. Catholic Version.)

Woe unto those that are heroes to "Woe unto those that are heroes to drink wine, and men of might to mingle strong drink; who justify the wicked in lieu of a bribe, and who deprive the righteous of their right." (Isaiah 5:22, 23. Jewish Version.)
"Whoso is partner with a thief hateth his own soul." (Proverbs 29:24.)

RADIO FACSIMILE DEVELOPED

Radio transmission of a printed page at the rate of 1.000,000 words a minute is a new facsimile development soon to be demonstrated, according to Niles Trammell, the president of the National Broadcasting Company. Mr. Trammell, who made the announcement at a Senate hearing on a proposed radio bill, said the new system is called Ultrafax and was developed by the Radio Corporation of America. Each page is handled as a picture. The pictures are sent in rapid order and reproduced at the receiving end by a high speed process of photography.

Mr. Trammell predicted that broadcasters could send "electronic" newspapers into homes by this process, and that radio newspapers will become commonplace. Speculating on other applications, he said that practically every form of artistic expression will become available to people direct from studio to home, and that Ultrafax in effect is a radio-mail system which will surpass radio-telegraphy, wire telegraphy, cables, and air mail in speed of operation.

Present methods of radio facsimile, with which numerous newspapers and broadcasting stations have been experimenting, require a mechanical printer at the receiving end to reproduce the printed matter, which takes fifteen or twenty minutes to produce an 8 by 111/2inch page. The new process employs the cathode ray tube and ultra high frequencies of television, in combination with a fast-moving and fast-developing photographic film at the receiving end.

Captain W. G. H. Finch, president of Finch Telecommunications, Incorporated, claims that he worked out the principles of the process ten years ago, and demonstrated a working model which could send 100,000 words a minute, but at that time no telephone, telegraph, or radio circuit was available with a frequency high enough to carry the impulses at the speed required.

GOSS BUYS DUPLEX

The Duplex Printing Press Company, of Battle Creek, Michigan, is now the Duplex Division of the Goss Printing Press Company of Chicago. Announcement of the purchase was made jointly by R. C. Corlett, president of the Goss organization, and I. K. Stone, president of Duplex.

Under the reorganization, the manufacturing facilities of the Duplex Division at Battle Creek will be utilized to make the tubular and flatbed presses in addition to the stereotype equipment.

The facilities of the Goss organization in Chicago will be devoted entirely to the construction of large newspaper. magazine, rotogravure, and multi-color rotary presses. The Chicago plant covers a floor area of 500,000 square feet, while the Battle Creek plant of the Duplex Division is about the same. It is expected that 2,500 persons will be employed in both plants.

The sale of the Duplex Company marks the retirement from active business of I. K. Stone, who founded it in 1884. He developed the first flatbed web-perfecting press, and a little later he introduced the original unit type semi-cylindrical press. The engineers of the company also developed the first revolutionary tubular type press.

In addition to Mr. Corlett, who is the president of the Goss Company, J. A. Riggs is executive vice-president and general manager; C. S. Crafts is vicepresident and the chief engineer; W. T. Goss is a vice-president, and C. S. Reilly is vice-president and sales manager; F. J. Tuttle is the secretary and works manager, and K. J. Williams is the treasurer.

SCOTCH PRINTERS EXHIBIT WORK

High quality work of Scottish printers and bookbinders has been displayed at the Enterprise Scotland 1947 Exhibition which opened in Edinburgh on August 25. One new item shown was the Salmson Ranger press that is made by Douglas Fraser & Sons, the first printing press that has been manufactured completely in Scotland.

Among the companies whose work was chosen for display were William Collins Sons & Company, Robert Dinwiddie & Company, McNiven and Cameron Limited, Marr Downie & Company, Moore's Modern Methods Limited, W. & J. Shepherd Limited, H. W. Finlay & Company, R. & R. Clark Limited, Bartholomews, W. & A. K. Johnston Limited, and William MacLean.

TELLS ABOUT CAREERS OF WEALTHY PRINTERS

• THE NAMES of seven Chicago printers who had become millionaires aroused much interest among members of the North Side Printers Guild, Chicago, at its September meeting. The president, W. H. Wilton, Jr., called for those in attendance to attempt to guess these names before A. G. Fegert gave a talk in which he recounted how they had amassed their respective fortunes. A free dinner was offered to anyone who guessed all seven names, but no one present correctly guessed more than five of the millionaires.

The first name was that of John F. Cuneo, who started on the road as a millionaire when he launched into the bookbinding business and in 1919 took over from a creditors' committee the defunct plant of the former Henneberry Company which grew into the Cuneo

Press, Incorporated.

The second man was Thomas E. Donnelley, who became the president of the business in 1899, which his father, R. R. Donnelley, had founded in 1864, and increased its output into the mammoth establishment of the present day with its 7,000 to 8,000 employes.

The third name was that of Theodore Regensteiner, who developed the threeand four-color process of printing and was the first printer to put it on a commercial basis with the result that he became a millionaire. He was the first to induce the mail order companies to use the process to depict merchandise in full color. He is known as "the father of color process printing."

Another name guessed by the audience was that of Luther Calvin Rogers, chairman of the board of directors of the Printing Products Company, who

came to Chicago in 1883, learned bookkeeping, and three years later entered the printing business. During his sixtyone years in the graphic arts he has

amassed several millions in profits from printing and outside investments.

The speaker mentioned that Regensteiner at seventy-nine, Donnelley at eighty, and Rogers at eighty-one, are active in their respective businesses and each serves as chairman of the board.

Another similarity pointed out was that Donnelley's father taught him to set type at ten after school and during vacation, while at the same age, Cuneo was put through his first lessons by his father, to become a business man.

Two of the printers mentioned in the talk are deceased. Robert M. Eastman entered the printing business at the age of eleven at Anoka, Minnesota; he became foreman of the composing room and later superintendent of the W. F. Hall Printing Company, then a small concern. In 1908, with only \$500 of his own, he raised from the sale of bonds among friends the sum of \$100,000 with which he and an associate bought the company from the estate of W. F. Hall. Then he developed the company as the largest printer of mail order catalogs and publications, and thus he became a millionaire.

The speaker said that one of the millionaires, Julius Kirchner, was known during his lifetime only as the operator of a four-Gordon print plant, but after his death his estate showed a value of over \$1,000,000. His brother, co-executor of the estate, explained that Julius had saved his early profits from the printing business, invested them in stock of a customer which he pyramided over a period of years and thus amassed his fortune which he never publicized.

The seventh millionaire mentioned by the speaker is William H. Barnes, president of A. R. Barnes & Company, who was said to have inherited, with his brother, the printing business founded by his uncle and father, and which he has increased during the twenty-five years he has been operating it. His hobby is that of pipe organ construction, and giving organ recitals.

OFFICERS OF WICHITA CLUB OF **PRINTING HOUSE CRAFTSMEN**

Pictured at the left are the men who have been selected to run the affairs of the Wichita Club of Printing House Craftsmen, along with some who are relinquishing their official duties. Seated, from the left, are W. E. Webb, treasurer; Claude S. Guthrie, the secretary; Robert Resing, the second vice-president; Rob ert Armstrong, first vice-president; and Alden E. Dinsmore, president. Standing embers of the board of governors: H. O. Brooks, Clarence Love, John Horner, retiring from the board; G. W. Myerly, the past president; Ben Edwards, Gifford Booth, Jr., retiring from board. (Picture is reproduced through the courtesy of the Wichita Eagle.)



FILE CHARGES AGAINST UNION

The Graphic Arts League, composed of twenty-two printing firms in Baltimore, filed its charges on September 15 with the National Labor Relations Board against the International Typographical Union and the Baltimore Typographical Union Number 12 for an alleged violation of the Taft-Hartley law by refusing to bargain collectively.

The Baltimore companies charged the refusal "to execute a written contract incorporating any agreement reached, although requested to do so by the employers"; insistence that employers accept the general laws of the ITU, "which contain provisions in violation of the (Taft-Hartley) act"; and the "refusal to meet with the employers for the purpose of negotiating new contracts."

At the national convention of the ITU in August, local unions were instructed not to sign contracts with employers, principally because of the objection to the closed shop ban in the Taft-Hartley law. The union members were instructed to accept employment only from those who are willing to employ them under the unilateral "Conditions of Employment" which the local unions adopt, after approval by the executive council of the ITII.

The Baltimore action may serve as a test case to determine if a union is violating the law by refusing to sign a contract. The ITU contends that the law's requirement that unions must bargain collectively in good faith does not compel them to sign a contract.

OFFERS TRAVELING EXHIBITS

Seven traveling exhibits of the Division of Graphic Arts, United States National Museum, Washington, D.C., are available for the use of schools, colleges. public libraries, museums, and any other organizations that are interested in "How Prints Are Made." Each of the exhibits contains the same information. illustrating and describing the various processes and things used in printing which are listed as follows: wood-cut, Japanese print, wood engraving, line engraving, photo-lithography, silk-stencil printing, mezzotint, etching, aquatint, lithography, aquatone, halftone, collotype, photogravure, rotogravure, bank-note engraving, and water-color printing.

Express charges must be paid by those who borrow the exhibits, and a time limit of three weeks has been placed upon the use of an exhibit in one place. They must be shown "for the benefit of the public, with educational intent."

PROCTOR NAMED DIRECTOR

Carlton S. Proctor, senior partner of Moran, Proctor, Freeman and Musser, New York consulting engineers identified with outstanding construction projects, has been elected to the board of directors of the ATF Incorporated, so Thomas Roy Jones, president, has announced Mr. Proctor has served in the United States Army in both World War I and World War II, with the rank of captain and colonel, respectively.

ANNOUNCE PROFIT OF \$914,000

Operations of ATF Incorporated and its eight subsidiary companies during the fiscal year ended March 31, 1947, were visualized by means of cartoons in the annual report which showed sales of \$26,459,000 and a net profit of \$914,000. Stockholders were paid \$284,000, which is at the rate of 50 cents a share; \$630,000 being retained for additional working capital. Net worth of the company is stated to be \$12,873,000.

In his statement to employes, Thomas Roy Jones, president of ATF, said that the company is supported by all of its customers—the public. Continuing, he wrote as follows:

"Buyers today are shopping around for the best before they part with their money and we must all pull together if we are to meet competition and come out alread of it."

The contents in the printed report, twenty pages and cover, were prepared in response to suggestions of employes in answer to the question posed by the management as to what the employes wanted to know about ATF.

DELIVERS COLOR INK IN TANKS

Process printing inks are now being shipped and delivered by tank trucks from the Brooklyn ink factory of J. M. Huber Corporation of New York to the printing plant of Western Printing and Lithographing Company, Poughkeepsie, New York. Previously only black ink had been so shipped, while colored inks had been shipped in 55-gallon drums. In the new plan of delivery, a specially designed 2,000-gallon Huber tank truck is used with its three bulkheaded, leakproof tanks and a total of 675 gallons of red ink, 825 gallons of the yellow and 500 gallons of blue, is delivered at one operation.

Rotary gear pumps driven by the truck engines are reversible so that they can be used for loading and unloading. Patented fittings prevent mixing of the different inks while in transit, or when loaded or unloaded. Ink compartments can be heated so that the ink may be brought to proper temperatures when delivered in cold weather.

At the plant of the Western Printing and Lithographing Company, four special tank installations have been provided in a storage room adjacent to the pressroom, one for each color and for black, also equipped with rotary gear pumps in which the inks are stored until used on presses. The pump capacities are constantly maintained at 40 gallons a minute.

The Huber organization has announced that a similar storage installation is being provided at the Holyoke Magazine Press, Holyoke, Massachusetts.

ELECTED VICE-PRESIDENT

Edward J. Johnson, for the past few years sales representative of the Falco Corporation, of Long Island City, New York, has been elected a vice-president of the corporation. He was formerly associated with the Printing Machinery Company, Cincinnati.

GRIFFIN JOINS LINOTYPE

William H. Griffin, who has just completed a term as president of the International Association of Printing House Craftsmen, will become director of sales of the Mergenthaler Linotype Company on November 1, the company has announced. In a three-way shift of personnel for sales, advertising, and trade relations, Walter B. Patterson, now director of agencies, becomes the director of advertising, and Harry L. Gage, for many years vice-president in charge of sales, becomes linotype consultant on the graphic arts on December 1.

Mr. Griffin has been senior partner in Griffin Brothers, who operate trade composition plants in San Francisco and Oakland and an offset platemak-



WILLIAM H. GRIFFIN

ing plant. His activities in several trade organizations have taken him to the printing centers of the United States and Canada, bringing him a wide acquaintanceship. He has been the western vice-president of the International Trade Composition Association, president of the Pacific Society of Printing House Craftsmen, and of the San Francisco Club of Printing House Craftsmen. He is a past member of the board of directors of the Employing Printers of San Francisco, and chairman of the industry advisory committee, San Francisco State College.

A native of Nashville, Tennessee, Mr. Griffin early learned the printer's trade and linotype operation. Later he had executive experience on metropolitan newspapers, and owned and edited a community weekly in Oakland before he and his brother Earl opened a trade composition plant in San Francisco, which has been developed into one of the most modern and successful plants

on the West Coast.

For reasons of health, Harry L. Gage is reducing his schedule of activities, but will maintain a consulting relationship with the company on the industry trends and processes. He will make his home in Gloucester, Massachusetts, and take occasional field trips and continue

his contacts with the home office in Brooklyn, New York. Mr. Patterson, in addition to continuing the direction of the company's advertising, which has been his responsibility for some time, will also continue as president of Canadian Linotype, Limited.

ISSUES ANNUAL REPORT

Harris-Seybold Company, Cleveland, has issued a 24-page and cover annual report with graphs and pictures illustrating scenes of interior views of the company's factories and also indicating financial operations during the fiscal year ended June 30, 1947.

Net profits after deductions for taxes totaled \$960,292.44, on a volume of sales that aggregated \$11,890,672.01. Income taxes totaled \$658,620.17. The sales representing regular peace-time products exceed the wartime sales of 1945—the peak year—which had a dollar value of \$11,088,477. In 1940, the peace-time sales aggregated \$4,376,760. Total current assets are listed at \$9,316,665.53, and \$4,799,315.27 has been listed for the current liabilities.

In a graph illustrating where the receipts of the company went to during the year, it was shown that 32.6 per cent was used for materials and supplies; 7.4 per cent for federal and local taxes; 1.5 per cent for the depreciation; 1 per cent for the interest on borrowed money; which left a balance of 42.5 per cent for distribution. Employes got 86.0 per cent of that balance, amounting to \$5,921,781, while stockholders received \$225,710, which left \$734,582 for reinvestment in the company.

The increased volume of business required extra bank borrowings which in the annual consolidated statement were listed as \$1,900,000. The liabilities also included the advance payments by customers on undelivered presses amounting to \$1.013.241.

ROWAN R. HARDIN

Rowan R. Hardin, the co-founder and president of the Johnson and Hardin Printing Company, Cincinnati, died conseptember 2 at the age of sixty-nine years. He was born in Troy, Iowa; became interested in the printing business as a boy, worked on the staffs of country newspapers, and moved to Cincinnati in 1900. In 1902, with James H. Johnson, he started the printing firm. Mr. Hardin participated in commercial, community, and religious enterprises, many of which he served in executive positions.

BUILDING BEING COMPLETED

Roth F. Herrlinger, president of the Gummed Products Company, of Troy, Ohio, expects that both new buildings being erected for the company will be ready for occupancy this year, provided all further delays can be avoided. The buildings represent an outlay of \$500,000, and will provide 54,000 additional square feet of floor space for the warehouse and the factory, and it will also provide 150 per cent more space for the executive offices.

New Labor Law Causes ITU to Refuse Contracts

● No contracts will be negotiated or signed by local unions of the International Typographical Union, due to an action taken during the eighty-ninth annual convention at Cleveland, August 20. Instead, local unions will post "conditions of employment" and employers will be expected to engage the services of compositors on that basis.

The action, designed to circumvent provisions of the Taft-Hartley law, was patterned after the recommendations of President Woodruff Randolph, who, in his written statement in the Typographical Journal, indicated that those who belong to the union "do not need to have a contract."

"The theory of the Taft-Hartley law is that now an employer can 'shoehorn' some non-union men into the union composing room and be protected against our men walking out," wrote Mr. Randolph. "That is theory only. The condition is that our members will walk out. Without a contract the union is able to walk out any time that it sees fit to do so."

Carl E. Dunnagan, president of the Inland Press, Chicago, who is president of the Union Employers Section of the Printing Industry of America, gave an address before the ITU convention on August 18, in which he urged that employers and the unions continue collective bargaining "within the framework of the law."

"On the whole, we believe that it is possible to find, within the limitations of the law, a formula for continued cooperation," said Mr. Dunnagan. "If we can maintain a constructive relationship between management and labor which will prevent loss of production, we will have given to the nation an example of labor-management relations as they should be. As the representative of the Union Employers Section of the commercial printing industry, I say to you that we are prepared to sit down with your national officers as soon as suitable meetings can be arranged, to discuss all outstanding questions arising under the Taft-Hartley law."

Mr. Dunnagan also urged that there should be established a mechanism by which all disputes should be settled by means of arbitration "not only to avoid wasteful interruptions, but also to prevent going into the courts where both sides would have expense and very little satisfaction." Concerning possible court action, he said:

"Much of the contention in current collective bargaining in major industries involves the problem of the suing of unions. It seems to me that this issue has been blown up out of all proportion to its merits or its application in the printing industry where responsible unions have no desire to be involved in outlaw strikes.

"The idea that printing employers are anxious to sue and thus embarrass the printing unions is out of harmony with the history of this industry. The obvious answer to this section of the law lies in an agreement for arbitration of the issues arising under the operation of contracts, whether they involve shop issues or the general industry issues other than perhaps the wages and hours which hardly would come under this section of the law."

Mr. Dunnagan at one point said that "everyone gains when productivity increases and every one loses when productivity goes down," and that higher productivity is the responsibility of both employers and unions.

CRAFTSMEN HELP APPRENTICES

An educational program designed to improve and broaden knowledge of apprentices in the graphic arts has been inaugurated by the San Francisco Club of Printing House Craftsmen with the educational committee, of which Clive D. Atherton is chairman, in charge of program and promotion.

Teaching of skills is left to the men who are responsible for the training of the apprentices but the supplementary work by the craftsmen takes the form of lectures by leaders in the industry, visits to plants, motion pictures, clinics, and question and answer periods.

Active work of the educational committee in this new venture began with a meeting in July at which W. H. Griffin, then president of the International Association, gave an address in which he welcomed the apprentices to the gathering, followed by an address by Frank McCaffrey, Seattle. The technical topic of the evening was presented by Z. Alexander, a commercial photographer, on art and photography and their relation to the graphic arts.

The subject of paper was discussed at the August meeting of apprentices with Dan Beswick, sales manager, Zellerbach Paper Company, in charge of the evening's program. "The Gift of Tsai Lun," a motion picture depicting paper-making produced by the Hammermill Paper Company, was shown, after which Mr. Beswick answered the questions about paper posed by the apprentices.

Similarly at future meetings of the group, typography, presswork, various methods of reproduction, and any other topics relating to the graphic arts will be discussed.

ISSUES TWO BOOKLETS

Lake Erie Engineering Corporation, of Buffalo, New York, has issued a bulletin on its Directomat hydraulic molding press. The company has also issued a bulletin describing its latest Acraplate presses for molding rubber and plastic plates. The latter bulletin contains information on the production and use of rubber and plastic plates for various types of printing.

PROMOTES J. B. NICOL

John B. Nicol has been named the manager of the printing department of Parke-Davis & Company, Detroit. He succeeds the late Harry B. Fowler, and has been connected with the Parke-Davis organization since 1933.

COURT DEMANDS RECORDS

International complications are resulting from the attempt on the part of the Anti-Trust Division of the Department of Justice of the United States Government to obtain records of contracts which companies incorporated in Canada hold with publishers of newspapers in the United States. The Canadian corporations thus involved are the Canadian International Paper, and the International Paper Sales, both of Quebec, and the Abitibi Power and Paper Company, Toronto.

These Canadian companies claim that they are not subject to the authority of the United States Federal Judge Henry W. Goddard, who issued subpoenas at the request of a Federal grand jury, for all the records and documents required to further its investigation. The judge ruled that the corporations are found to be doing business now in the United States, so reports the Canadian Printer and Publisher in an article.

Involved in the case is the International Paper Company, with headquarters in New York, which is associated with the Canadian corporation. Action demanded by the United States grand jury against the United States branch of the International Paper Company for the failure to produce the Canadian records subpoenaed has been held in abeyance by Judge Goddard.

Several citizens of Canada who are officers of the corporations, interviewed by the Canadian Printer and Publisher, have been quoted as saying that the issuance of the subpoenas "is an invasion of the Dominion's sovereignty." Officers of these companies have been advised to keep the Minister of External Affairs for Canada, and the Premier of Quebec fully informed on all developments.

ALFRED STULL HARRIS

Alfred Stull Harris, president of Harris-Seybold Company, died in Cleveland Clinic Hospital in Cleveland, Ohio, on August 22, as a result of an illness of several months. He was fifty-six years of age at the time of his death.

In 1912 he became associated with the company of which his father, the late A. F. Harris, was one of the founders. His first job was that of a draftsman and he pursued the engineering course of operations during his entire connection with the business. In 1923, he was named the vice-president of the company in charge of engineering, and in 1944, became the president. He was closely associated over a period of years with C. W. Harrold, vice-president of the company in charge of engineering, and together they worked out many of the advanced ideas in press building that have resulted in the improvement of quality and increase of production of the lithographed products in several thousand plants. The development of the 2-color and the 4-color offset press are among the outstanding achievements of the two engineers.

Not only did these engineering feats improve products of the Harris-Seybold Company, but they influenced improvements in machinery design throughout the graphic arts. Mr. Harris was frequently consulted by other designers of machinery in kindred lines.

Mr. Harris recognized the value of research and he was instrumental in installing in the Harris-Seybold Company some of the most advanced research operations in the graphic arts. He personally devoted much of his time to the laboratory and was interested in every experiment. He was also active in



ALFRED STULL HARRIS

the work of the Lithographic Technical Foundation from its beginning in 1926, and devoted part of his time to the advancement of its program of research and education. He was for some time a member of its research committee and was on the board of directors.

He traveled widely to obtain information about the graphic arts throughout the United States and in other countries. He frequently spoke before groups of men in the industry and was a participant in many trade group conferences in which the technical part of the graphic arts was discussed.

Like his father, he was fond of people and knew many of his fellow workers in the Harris-Seybold Company by their first names.

PAPER MERCHANTS MEET

Paper merchants from the midwestern states attended a regional meeting of the National Paper Trade Association in Chicago, August 24, at which conferences were held and addresses given referring to the continued shortage of printing and wrapping papers. Arthur W. Towne, of Blake, Moffitt and Towne, paper merchants, San Francisco, spoke in his capacity as the president of the organization and referred to the importance of the fall convention of merchants to be held in Chicago, October 27 to 29. Paper dealers from all over the United States will be in attendance.

OBSERVES 75TH ANNIVERSARY

The Kimberly-Clark Corporation, of Neenah, Wisconsin, has issued a twelve-page and cover booklet, 8½ by 11 inches, containing pictures of 409 employes who constitute the newly formed Quarter Century Club of the company. Copies were distributed at the initial banquet of the club in Neenah, September 9, which was one of the big events associated with the seventy-fifth anniversary program of the company.

Cola G. Parker, president of the company, and Ernst Mahler, executive vice-president, were speakers; toastmaster was J. T. Doerfler, manager of Kimberly Mill, and Cliff Williams, manager of the Atlas Mill, was his assistant.

In the addresses of Mr. Parker and his associates, reference was made to the beginning of the company's operations in 1872; its continued growth to its present proportions with a total of 9,000 employes; and a program of future expansion calling for the further investment of millions of dollars. He said:

"There are very few organizations in America today which can assemble 409 of its people and have their active years of service total 12,250 years. There are none which have a record for living together—in peace and good will—to surpass that at Kimberly-Clark, and there could be no finer recognition of the firm's seventy-five years of progress."

At the banquet each member of the Quarter Century Club was presented with a \$100 United States savings bond, and the presentation of a similar bond extended to all company pensioners.

The company is preparing a historical brochure to mark further recognition of its seventy-fifth anniversary.

BOOK MANUFACTURING REPORT

Statistics concerning the book publishing industry in 1945, published by the United States Census Bureau, report an estimated total dollar volume of \$371,441,000, an increase of 29 per cent over that reported for 1943. Reports had been received from 1,080 book and pamphlet publishers. In the census report, various tables give details concerning the kind of establishments operating in the field of book publishing; the type of equipment used; volume in number of books of the original editions and also volume of the reprint editions; the type of publications, whether hardbound or paperbound; amount of paper consumed: and other data.

Of the total presses used in printing the books, stated as 1,741, the number of lithographic presses used was 102, of which 56 were sheet-fed; 9, web-fed; 18, proof presses, and 19 other offset presses. Twelve gravure presses were also listed as having been used in the book-manufacturing plants.

In the breakdown of tons of paper used in book publishing in the various states, the largest amount was used in New York, with 86,428 tons printed by the publishers and 53,277 tons consumed by printers. Other leading states listed on the same basis were Illinois, 23,183 tons, and 27,471 tons; Ohio, 16,948 tons, and 10,099 tons; Massachusetts, 12,346

tons, and 18,289 tons; Pennsylvania, 9,049 tons, and 11,710 tons; Indiana, 1,495 tons, and 10,031 tons; Tennessee, 568 tons, and 6,594 tons; and Wisconsin, 382 tons, and 4,571 tons.

PLAN STUDY GROUPS

Two educational programs have been inaugurated by ATF Incorporated, with headquarters at Elizabeth, New Jersey.

One is a 16-week school in leadership and human relations for executives of its associate companies. This management course of study includes topics "How to Sell Ideas," "How to Get Group Action," "How to Get Along With People," "How to Handle Complaints," and will include discussions based upon experiences of the "students." Thus policies of the company and related organizations will be transmitted from the top management to all employes, so Thomas Roy Jones, president, announced.

Another educational movement has to do with the tours to be conducted through all manufacturing plants under trained guides by which civic leaders in each manufacturing center will be enabled to learn about the history of each company and related companies, names of products being manufactured, and the policies of the company toward the employes and the public. To facilitate the process of conveying information to the visitors, identifying cards will be placed on key machines. After each group has gone through the plant, it will gather in the assembly room for light refreshments and informal talks about the affairs of the company as related to the public.

ATTEND NAPL CONVENTION

Officers of the ATF in attendance at the convention of the National Association of Photo-Lithographers at Detroit, October 22 to 25, will include Edward G. Williams, president; Robert G. Marquardt, vice-president in charge of domestic sales; Douglas E. Murray, sales manager of the ATF Webendorfer Offset Press Division; DeWitt G. Manley, assistant manager of offset sales; and Robert B. Huddleston, advertising manager. Detroit branch personnel at the convention will be headed by J. A. Johnson, the local manager.

Included in the exhibits to be shown will be a Big Chief 22½- by 29-inch offset press; a new 40-inch color precision camera; a complete line of platemaking equipment, and other items. Some will be shown at the Book-Cadillac Hotel, and the larger items will be exhibited in action at the company's Detroit branch office.

NEW PAPER INTRODUCED

A handsome sample brochure is being distributed by Whiting-Plover Paper Company, Stevens Point, Wisconsin, to introduce Permanized Fine Weave, in substances 20 and 24, suitable for either letterpress or offset printing. Copies of the brochure may be obtained from dealers or direct from the company.

Levelcoat *

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Levelcoat advertisements appear in four colors in Business Week, Nation's Business United States News, Newsweek, and Fortune.

Test your word knowledge

of Paper and Printing



1. Blanc Fixe

- ☐ Material used as filler in paper
- ☐ Fixative used in etching
- ☐ Pulp bleach



3. Pop Test

- ☐ Strength test for paper
- ☐ Analysis of bleach liquor
- ☐ Test for purity of pulp



2. Format

- ☐ Fiber distribution in paper
- ☐ Special kind of press make-ready
- ☐ General appearance of a printed piece



A N

- ☐ Half an en
- ☐ Roman symbol for 1000
- ☐ Fourth letter in the printer's alphabet

ANSWERS

I Blanc Fixe is material used as filler in paper. Filler and surfacing materials used in Levelcoat* printing papers are required to pass strict tests of purity and whiteness. That's one reason Levelcoat is brighter consistently.

2 Format is the general appearance of a printed piece — its size, style, and shape. Even with the most distinctive format, fine printing achieves its full effect only on fine paper. And for pieces which deserve fine paper, specify a grade of Levelcoat.

3 Pop Test is a strength test for paper. In perfecting Levelcoat printing paper some 700 checks and instrumentation procedures may play a part. No wonder, then, that with printers who are perfectionists themselves, this excellent paper is so popular.

4 M is the Roman symbol for 1000. Check 1000 sheets of Levelcoat on the press. Or 10,000. Or 100,000. You'll find them uniform in texture, in smoothness, in strength. And in printed results which say indisputably, "This is Levelcoat!"



Levelcoat* printing papers are made in the following grades: Trufect†, Kimfect†, Multifect† and Rotofect†.

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YES, leave it to LAWSON

to bring out 2 new companions to the famous LAWSON"38"!



Yes, Lawson sets a new pace in paper cutting engineering. Now there are THREE Lawson Cutters—all engineered to fit the needs of the industry! The famous Lawson "38" cutter has outsold all other competitive makes combined. Now there are available two new sizes—the Lawson "46" and "52". It's another outstanding achievement of Lawson's Chief Engineer, Fred Seybold, recognized as the foremost authority in paper cutter engineering.

And what a pair of cutters the new Lawson "46" and Lawson "52" make! Who but Lawson gives you ALL these cutter features as standard equipment?

Hydraulic Clamp – Patents applied for. Easily and quickly adjustable for your needs.

Positive Clamp Pressure - Extra wide 5" clamp

holds stock without marring. Fingered to interlock with back gauge for cutting narrow strips.

Tip Toe Hydraulic Treadle-Nomore back or legstrain.

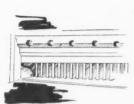
Plus these optional features you can have now—or applied later!

Motor Operated Back Gauge — Push button controlled.

Automatic Spacing Device—Mechanical operation eliminates delicate electrical devices.

We could tell you more about these new cutters but why not see for yourself? Watch the new Lawson "46" and Lawson "52" in action at our New York showrooms. See how easily the "46" handles 45" stock. See how competently the "52" takes care of 50" stock. See for yourself and you will see why Lawson sets the pace.

The ALL NEW LAWSON "46" and "52" Cutters These are the features you demanded as standard equipment!



TIP TOE HYDRAULIC TREADLE
No more back or leg strain.



PYDRAULIC CLAMP
Easily and quickly adjustable for your needs.

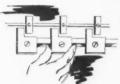
POSITIVE CLAMP PRESSURE

Extra wide 5" clamp holds stock with—
out marring. Fingered to interlock with
back gauge for cutting narrow strips.



These are the optional features
you can have now—or applied later!

MOTOR OPERATED BACK GAUGE
Push button controlled.



2 AUTOMATIC SPACING DEVICE

Mechanical operation — eliminates delicate
electrical devices.

These are the PLUS features you get on ALL Lawson Cutters!

- **1** ADVANCED SAFETY DEVICES
 - 2 INCREASED ACCURACY
 - STEPPED-UP PRODUCTION
 - 4 LONGER LIFE GREATER DEPENDABILITY

EXCLUSIVE DISTRIBUTORS

Main Offices and Showrooms: 426 WEST 33rd STREET, NEW YORK 1, N.Y.



LAWSON ... PIONEERS IN PAPER CUTTING MACHINERY SINCE 1898

E THINGS"

The man who said, "trifles make perfection, but perfection is no trifle," hammered the tack squarely on the head.

We have that same belief here at Brandtjen & Kluge . . . all the little things that go into the manufacture of a Kluge Automatic Press build up into as completely dependable and perfect a machine as we know how to manufacture . . . in fact, for twenty-seven years Kluge men have been taught to remember and take care of the "little things" . . . those important details which are so much a part of Kluge "precision built" construction that go to make for perfection in operation.

. . . so, when you look at a Kluge, look at the little things that make it a truly fine printing press . . . and remember to look at the price, too!

BRANDTJEN & KLUGE, Inc.

ST. PAUL 3, MINNESOTA



The Indian Princess Who Put Up a Good Front

• She knew she had a couple of things in her favor and it seemed reasonable to present them in the best possible light.

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C.

Your printing skill is best displayed and dramatized when its "front" is a distinguished paper stock. No stock—not even Chillicothe Offset can do more than reflect this skill that is yours. But Chillicothe's unique built-in moisture content is your assurance that it will be an honest reflection, free of distortion.

Most pressmen say they run Chillicothe Offset without hanging, yet are untroubled by shrink, stretch, curl, or lint. Ctoss-breeding enamel and offset advantages gave birth to the truly aristocratic stock of Chillicothe Offset.

Maker of a distinctive line of fine papers for many uses, including such distinguished stocks as

LOGAN AND ADENA OFFSET AND BOOK
CHAMOIS TEXT • CHILLOTINTS

GREETING CARD PAPETERIES

-ask us about them



CHILLICOTHE, OHIO

Why the buy bond paper are by Fox River



YOU AND YOUR CUSTOMERS SEE "ALL THREE"



You know it . . . and national advertising is telling the public, "the more cotton fibre, the finer the paper". But what does each job require? One look at a "by Fox River" watermark helps both you and your customer decide. You "see all three" points you want to know: (1) That it IS cotton fibre paper. (2) Exactly the % of cotton fibre. (3) The mill that makes it and backs it up. Factful, interesting and nationally advertised "by Fox River" watermarks add a note of prestige to your quotations.

NATIONALLY ADVERTISED TO OVER 2,600,000 CIRCULATION

Fox River ads stressing the importance and performance of cotton fibre content business stationery appear in the following 11 consumer magazines: Time, Newsweek, Advertising and Selling, Printer's Ink, Direct Advertising, Banking, The Burroughs Clearing House, Business Week, Dun's Review, U. S. News and Purchasing.

FINE PAPER . . . SINCE 1883



Sixty-four years of craftsmanship in fine paper making back you when you quote "by Fox River". Suggestion: When you show samples, be sure your paper merchant has included the words "by Fox River" with the grade name on the tab attached to the sample sheets. This ties everybody up with the national advertising which concentrates on the mark "by Fox River".

FOX RIVER PAPER CORPORATION Appleton, Wisconsin





Funk & Wagnalls defines available as: "(1) Capable of being used advantageously; usable; profitable. (2) Of adequate power for a result; effectual."

Remember this definition the next time you are told that certain graphic arts equipment is "available"!

Too often the word is used loosely to denote equipment on which fairly quick delivery is exploited to the limit. After that, it becomes your problem to decide whether or not it is "capable of being used advantageously" or "of adequate power for a result".

*Funk & Wagnalis College Standard Dictionary.

In the past, temptation to take a chance—to sign up for untried and little known machinery, merely because immediate delivery was promised—we know, has been strong. Today, however, the comparatively short time remaining until the graphic arts industry can get delivery of equipment which it knows from experience to be dependable, does not justify that gamble.

May we suggest that you discuss your needs with a Harris-Seybold representative now? In the years to come, you'll be glad you waited a bit longer for Harris Presses, Seybold Cutters and other Harris-Seybold graphic arts equipment.

HARRIS-SEYBOLD

General Offices, Cleveland 5, Ohio

HARRIS PRESSES • SEYBOLD CUTTERS
OTHER GRAPHIC ARTS EQUIPMENT



willard OFFSET PRESS

Registers with Lithographers

Sheet is side registered to

either side by patented PULL side

guide adjustable from either side of press while

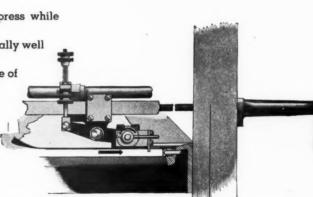
press is running. Guide works equally well

on light or heavy stock. Full range of

adjustment easily

made without removing

guide or any part of press.



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OF THE MANY
IMPORTANT FEATURES



FOR COMPLETE DETAILS SEND FOR BOOKLET. CLIP THIS COU-PON TO YOUR LETTERHEAD. PRINTING MACHINERY DIVISION ELECTRIC BOAT COMPANY

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EBCO willard



Letterpress or lithography—every job that starts with a ream of Nekoosa Bond always ends with reams of customer satisfaction. Nekoosa Bond has smoothness, appearance, printability—gives you finished jobs that lead to more jobs. To make sure the paper you're using is right—make sure that it comes from the yellow wrapper with the blue stripes!



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1887 • 60 Years of Paper Progress • 1947



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- is to obtain outstanding examples of good work and still not be penalized by high prices - hit the bull's eye — call Graphic Arts.
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*IT COSTS LECC Rosback Pony Rotory Today out next or atting with the Rosback Pony Rotory





sideration you'll find the answer to lower perforating costs in the Rosback Pony Rotary.

Users state they can set up a job and run a thousand sheets in 18 minutes, total average time including set-up. On longer runs they regularly average up to 10 reams an hour.

If quality of perforating is important to you, and to your customers, the Pony Rotary turns out the finest perforating to be had at any price.

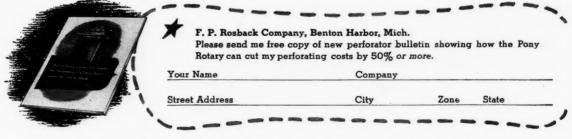
> The Pony Rotary makes a true round hole, using perforating punches and dies of finest steel. Sheets tear easily along lines of perforation because perforations are cut clean without leaving burrs and ragged edges around the holes.

It is this unparalleled record of quality production at low cost, that has made the Pony Rotary first choice in perforating equipment in thousands of plants, both large and small. A study of your own perforating cost records will quickly prove that a Pony Rotary can earn more profit dollars, in proportion to investment. than any other equipment you can buy.

Ask your Rosback Dealer for your free copy of our new perforator bulletin, or mail coupon below.

F. P. ROSBACK COMPANY, BENTON HARBOR, MICH.

World's Largest Manufacturers of Perforators, Gang Stitching Machines and Paper Punching and Drilling Machinery





DETROIT Embossed COVER

strong and tough. It takes the punishment of long, constant handling and severe use in stride . . . retains its luster, freshness and original beauty longer. That is why Detroit Embossed Cover is recommended as the ideal choice for well-dressed, hard-working catalogs.

Detroit Embossed Cover is smart-looking . . . impressive . . . eye-appealing in its rich, leather-like texture. It is a high quality cover made of the purest

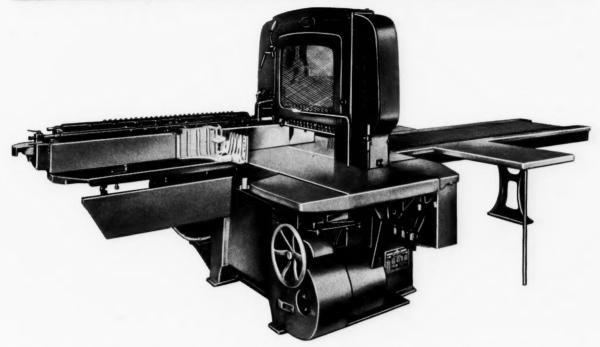
Mitscherlich sulphite pulp which is slowly and thoroughly cooked the Detroit Sulphite way to provide maximum strength and durability.

For a cover stock of exceptional beauty, one that will not easily become "dog-eared" through long, hard use but will wear and wear—be sure to specify Detroit Embossed Cover. At your leading paper distributor in choice of white and many attractive colors.





The BRACKETT Trimmer brings you the...



Great Economies of Straight Line Production

With the Bracket Trimmer work flows in a straight line. Waste motion is eliminated. Operator does not handle either finished work or trimmings. Each is conveyed away from him—to rear of machine. Speed of conveyor belt may be adjusted to meet job in work.

UNQUALIFIED ACCURACY—Mechanical setting of spacer shaft means unqualified accuracy—the accuracy required in cutting multiple punch cards, where even the slightest variation would render the cards useless.

With the Brackett *mechanical* setting there are no false cuts. Whether the run be five hundred or five million, the last

lift will be handled with the same fine precision as the first.

QUICK CHANGE-OVER cuts setting time. For recurring jobs, preset gauges may be retained, doing away with need of resetting.

FLEXIBLE AND FAST—Occupying *much less* floor space, the Brackett Trimmer handles booklets singly or in gangs, inserts, covers, labels, circulars and other flat work at *double* or triple the speed of the conventional guillotine cutter.

Write for further information about the Brackett Safety Trimmer and other Dexter and Christensen Equipment serving the printing and binding industry.

Dexter & Christensen Machines

All Dexter and Christensen Products are sold and serviced by

DEXTER FOLDER COMPANY

General Sales Offices, 330 West 42nd Street, New York 18, N. Y.

SALES REPRESENTATIVES: Chicago, Philadelphia, Boston, Cleveland, Washington, St. Louis

AGENTS: Dallas, Denver, San Francisco, Los Angeles, Seattle, Toronto, Montreal, Winnipeg . . . and in Foreign Countries

DEXTER Machines are built by Dexter Folder Company at Pearl River, N. Y.
CHRISTENSEN Machines are built by Christensen Machine Company at Racine, Wisc.

When Writing These Advertisers, Please Mention THE INLAND PRINTER



... from A-c. Circuits

Actually, Reliance V*S Drive is an electric transmission. At the touch of a button your machine can be started or stopped. Turn the knob of a rheostat and it can be accelerated or decelerated smoothly-over an infinite range of stepless speed changes. And with this All-electric, Adjustable-speed Drive operating from A-c. Circuits, control can be either automatic or manual . . . at the machine or from remote stations. The net result of V*S control is greater efficiency, faster production, lower costs-as already proved in every industry. That's why it will pay you to write today for Bulletin 311.

Sao Paulo, Brazil

RELIANCE ELECTRIC & ENGINEERING CO. ADJUSTABLE - SPEED 1101 Ivanhoe Road Cleveland 10, Ohio Appleton, Wis. • Birmingham • Boston • Buffalo • Chicago • Cincinnati • Dallas Denver • Detroit • Gary • Grand Rapids • Greenville, S. C. • Houston • Kansas City Knoxville • Los Angeles • Milwaukee • Minneapolis • New Orleans • New York Philadelphia • Pittsburgh • Portland, Ore. • Roanoke, Va. • Rockford • St. Louis San Francisco • Seattle • Syracuse • Tampa • Tulsa • Washington, D. C. Conveniently-packaged, space-saving V*S Drives are available from 1 to 200 bp.

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Johnson inks are high quality inks.

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Division of Mieble Printing Press & Mfg. Co.

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DISTRIBUTED BY AMERICAN
TYPE FOUNDERS



A beacon for your sales horizon

You may have seen one; perhaps you've seen many. But each lighthouse on our storm-swept coastline has this one simple denominator: Pointing an exploratory finger of light across the sea's horizon, it gives the mariner reliable knowledge that he is safely bound for his appointed destination.

Just as the beacon shows the way to America's commerce at sea, so printing shows the way to America's commerce on land. For printing is a graphic beacon that brings to light new horizons for your sales, new prospects for your product. Printing can explore; printing can find; printing can convince. Whether the printing takes the form of a package, a leaflet, a calling card, you can rely on it to speed the voyage between point-of-manufacture and point-of-sale.

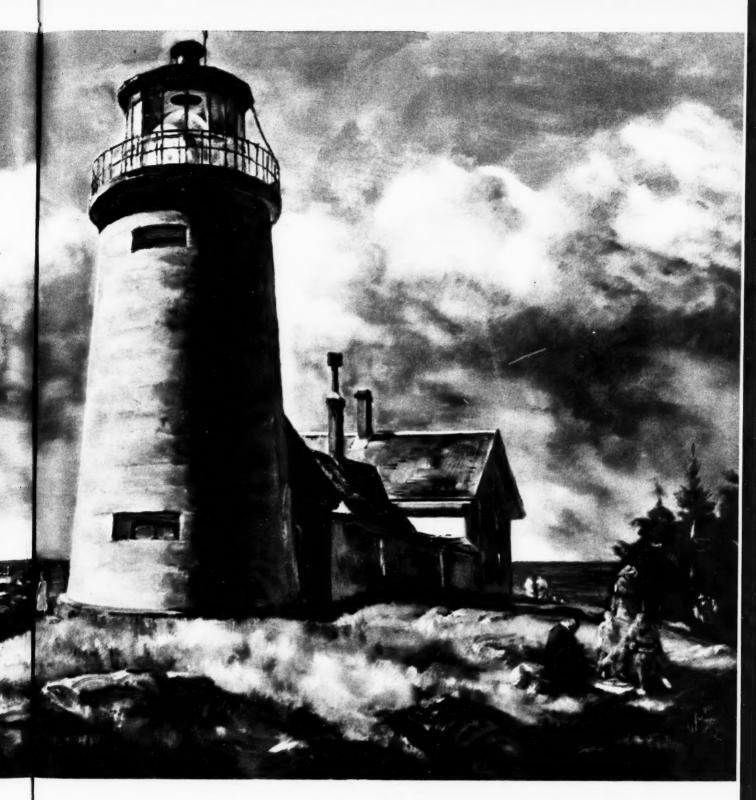
Because fine paper is the handmaid of fine printing, West Virginia Pulp and Paper Company has spared no efforts in bringing you a wide and diversified line of fine papers to serve every printing need. To acquaint yourself with the latest news in the parade of printing and paper, secure a copy of Westvaco Inspirations for Printers, No. 167. The cover carries the identical lighthouse painting by Andrew Winter, N.A., that you see here; and it might well suggest ideas that you can beam to the benefit of your product or service. Your copy is waiting for you, without charge, at your nearest Westvaco distributor; or write or phone any of the company addresses.

Cover artist

Andrew Winter, N. A., now a resident of New York City, was born in Esthonia, April 7, 1893. Before coming to America he studied at the Academy of Art in Rome, and in this country at the Cape Cod School of Art, where his inherent love for sea scenes found expression. He was admitted to the American National Academy in 1938. His paintings are exhibited in many museums.



250 Park Ave., New York 17 55 E. Wacker Drive, Chicago 1 Public Ledger Bldg., Phila. 6 505 Market St., San Francisco 5



Painting: Lighthouse Artist: Andrew Winter Collection: Grand Central Art Galleries, Inc.

Westvaco Inspirations for Printers 167



IMMEDIATELY AVAILABLE

SRI Harris S4L Harris No. 11 Hoe Offset Rotary Tin Press 2 Model "C" Kelly presses

Little Giant 12 x 18 Rice Unit 341/2" Diamond Paper Cutter

Thompson Typecaster with 90 fonts of mats

110 fonts of Ludlow mats, mod-ern faces

50 fonts of Linotype mats, mod-20", 18" and 12" Domore Emboss-

44 x 64 Lontka Bronzer 44 x 64 U. P. M. Bronzer 51" Milwaukee Bronzer

38" Fuchs & Lang Bronzer 30" Single Hall Folder with Mc-Cain Feeder

30" Latham two-way Perforator with 4 adjustable heads 2 Hickok Ruling machines

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We are especially well set up for export of all equipment related to the Graphic Arts Field. One shipment will make us Fast Friends.

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The prices listed here are for metal delivered Freight Prepaid to us in exchange for type and material of our manufacture. A few hundred pounds of old metal at these prices will put new type in your cases. Cash prices are also quoted for your convenience.

SPECIAL NOTICE Bases and plates, the property of Press Associations, or type or metal run into pigs, will not be received at any price. Copper Etchings, and Copper-faced Electrotypes backed up with zinc are not acceptable. Different kinds of type and metal returned must be packed separately and sent by PREPAID FREIGHT.

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- GREAT VERSATILITY—move lamps up or down, from side to side. Tilt lamps up or down.
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- NONSPOT REFLECTORS—with facets designed to throw light up and down instead of horizontally. Better light distribution.

Speedy,
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AND NOW—here is the new COLOR PRECISION INSTRUMENT:



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designed to register and reproduce specified color temperature.

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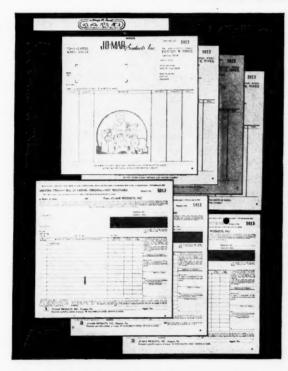
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RAISE QUALITY



★ Give your compositors the right kind of tools and they'll do a better job—faster. Ask the men who use Challenge Iron Furniture—you'll find it in the best print shops.

-CHALLENGE-

LABOR-SAVING IRON FURNITURE AND MAMMOTH IRON FURNITURE

is made of a specially selected mixture of close-grained iron, accurately machined to absolute point measures. All edges are beveled to a "Velvet Edge" to prevent denting or chipping and cutting of fingers. They are lightweight, but with stiffening ribs in each piece for added strength and to provide finger hold for rapid handling. Figures on both sides show pica sizes.

CHALLENGE LABOR-SAVING IRON FURNITURE is made in 120 standard sizes from 2x4 to 10x70 ems pica. Drilled for drainage.

CHALLENGE MAMMOTH IRON FURNITURE is made in 70 standard sizes from 15x15 to 60x120 picas. They are made especially for dressing out a large chase when locking up a small or open form. They eliminate work-ups and "springy" forms. Invaluable in book and color work for filling large spaces accurately and quickly. All pieces are adequately filleted and ribbed for strength. Write for data and prices.

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"Over Fifty Years in the Service of the Graphic Arts"

GRAND HAVEN — MICHIGAN



GET BETTER PRINTING WITH PRECISION GROUND AND MILLED IRON FURNITURE.

Our stock list of iron furniture contains 119 regular sizes Our stock list of iron turniture contains 119 regular sizes and 70 sizes of enlarged. From this large assortment, the efficient printer may choose the exact sizes he needs. Fewer pieces in the chase mean dollars of savings in labor. Write for Font Schemes and Prices.

Morgans & Wilcox

MANUFACTURING COMPANY Department I, Middletown, N. Y.

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Doyle Super-Power **Sheet Dryers**

For all types of presses, letterpress, newspaper and offset, sheet or web fed, flat bed or rotary.

Standard lengths from 12" to 72", with one or two rows of heating coils.



By aiding in the control of offset, Doyle Super-Power Infrared Sheet Dryers are helpful to any good pressman.

Because they concentrate maximum infrared radiation in minimum area with a quick flash of heat evenly distributed over the surface of the sheet, Doyle Dryers provide the most effective application of heat for offset elimination.



Write for bulletin containing photos of Doyle Dryers in use on all types of printing presses. When asking for quotation mention type of press, also electric voltage in your plant.

THE J. E. Doyle CO. 1220 WEST 6th STREET CLEVELAND 13, OHIO

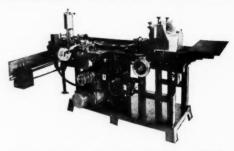
TO OFFSET PLATEMAKING

It's a booklet, designed by the outstanding offset chemical house, to help you get the basic facts. It's easy to follow and gives all the steps in the making of an offset plate. You'll want it if you're thinking about offset—you'll need it when you start in offset. It costs you nothing. Send for it TODAY—on the coupon below.

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We're Offset Minded. We Want a Copy of Your Booklet

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Numbered work is easy and profitable when you use Roberts typographic numbering machines because:





- The investment required for new Roberts machines is small.
- Machine life is longer because plunger drives actuating pawl swing directly—thus eliminating lost motion and minimistra wear.

YOUR CHOICE:

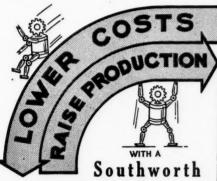
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- ROBERTS NUMBERING MACHINE CO.

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He doesn't have to use lock-up surface for storage space with



★ Production slows down . . . expensive presses may be held up... whenever a lock-up man wastes his valuable time unpiling and re-piling forms or shoving around lock-up materials to make room to do his work. With a Hamilton Imposing Table a lock-up man doesn't have to struggle along with a cluttered-up imposing surface. Forms and lock-up materials are stored out of the way yet are in easy reach when needed.

Selection of the right design of imposing table is also important for full lock-up efficiency. The Hamilton line is so flexible and complete... provides such wide choice in size of imposing surface and in variety of units for form and material storage... you can have exactly the table you need whatever your requirements. Each Hamilton Imposing Table is individually assembled... to your own specifications... and at no extra cost.

Catalog No. 24, just off the press, illustrates 16 of the most popular Hamilton Imposing Table assemblies. It also shows the almost limitless variations that are possible through various combinations of standard imposing table assembly units. Ask your Hamilton Dealer or write us for your free copy of this new catalog.

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TWO RIVERS, WISCONSIN

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Their 3600 vibrations per minute speed up jogging and effect considerable savings in money and time.

A variety of types and styles to fit your work and your shop layout.

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IMMEDIATE DELIVERY

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1—Latham Power Punch with assortment of punches.

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2—Portland Foot Power Punches.

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1—Single Head Brackett Stripper.

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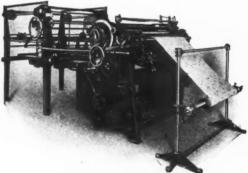
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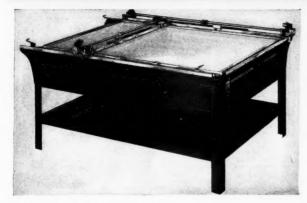
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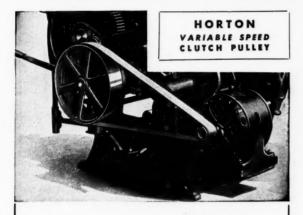
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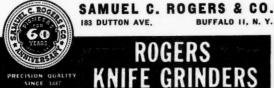


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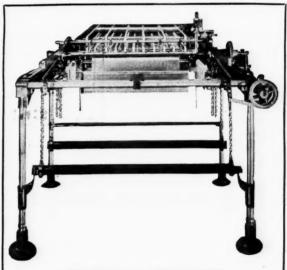
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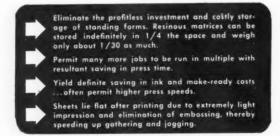
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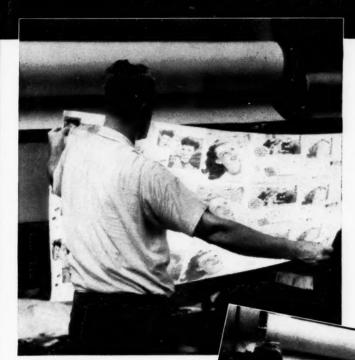
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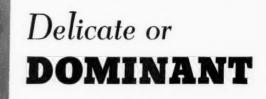
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